

DramaDirectory

Your guide to European TV Drama Commissioning Editors and Buyers

2014
UPDATE



Creative
Europe
MEDIA



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This directory is an initiative of Creative Europe Desk Ireland MEDIA Offices in Dublin and Galway.

Project Management: Orla Clancy,
Eibhlín Ní Mhunghaile
Designed by: Lir Mac Cárthaigh

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INTRODUCTION

The network of Creative Europe Desk MEDIA offices is delighted to publish this updated 2014 edition of the Drama Directory, a Guide to European TV Drama Commissioning Editors and Buyers.

We had become aware of an information gap in this area in our work with clients, in particular with applicants for the TV Programming support scheme. We thought the best way to address this was to make use of our own network, with each MEDIA office providing information on TV Channels in its own territory. It has proved to be a rewarding collaboration – a true European co-production.

We would like to take this opportunity to thank the participating Broadcasters for their generosity in providing the information contained in this Directory, the European Audiovisual Observatory for allowing us to use information from the MAVISE database and the Broadcasting Authority of Ireland for sponsoring this publication.

This directory is complementary to all market and database initiatives funded by the MEDIA Sub-programme with the aim to achieve a transparent single market for all Audiovisual programmes in Europe. Examples of other MEDIA publications include the Training and Networks guide and the Festival Guide which can be downloaded from the Creative Europe website.

We hope the Drama Directory will continue to be a useful resource for Television Drama Producers and Broadcasters alike. We welcome your feedback and suggestions for future editions.

THE CREATIVE EUROPE DESKS – MEDIA OFFICES





AUSTRIA

The public service broadcaster's channels ORF1 and ORF2 had a combined average audience market share of 35.3%. In 2011, the channel "ORFIII Kultur und Information" (specialised on culture, history, Europe) was introduced, as well as the sports-channel ORF Sport +. The main German private channels (RTL, Sat1 Österreich, ProSieben Austria und Vox) had a combined market share of 20.6%. German public service channels had a combined audience market share of around 13%. The main private Austrian channel is ATV with a market share of 3.3%, followed by Puls 4 (3%). (Audience data source: *Eurodata TV Worldwide / AGTT / GfK Teletest*).

Half of the 3,55 million TV households receive Satellite television, followed by 44% connected to cable TV, only half of which is digitised. IPTV and DVB-T households each make up 6% of the total number of TV households. The degree of digitisation in December 2012 was 77%. Digital terrestrial television provides the following national channels: ATV, ATV2, ORF1, ORF2, ORFIII, ORF Sport +, PULS 4, Red Bull TV, Servus TV and 3sat. There are 18 regional and local stations. The new pay-DTT platform Simpli TV marked the introduction of DVB-T2 technology in Austria (2013). The biggest cable operator is UPC, with 535 000 subscribers. Digital satellite packages are provided by ORF, Sky Österreich, Austria Sat, HD Austria. IPTV platforms are A1 TV in Vienna by A1 Telekom Austria AG (210 000 subscribers) and the platform TV-Box operated by MyPhone Austria GmbH.



Sarajevo, directed by Andreas Prochaska. A production of DOR Filmproduktions GmbH for ORF and ZDF, supported by Fernsehfonds Austria and Filmfonds Wien, with participation of BETA Film GmbH. © ORF

AUSTRIA



ORF

ORF-Zentrum
Würzburgerstrasse 30
A-1136 Wien
Austria

T: +43 1 87878 0
F: +43 1 87878 13732
kundendienst@orf.at

www.orf.at

Dr. Heinrich Mis
Head of Drama, ORF 1
heinrich.mis@orf.at
+43 1 87878

Mag. Klaus Lintschinger
Head of Features, ORF 1
klaus.lintschinger@orf.at
+43 1 87878

Mag. Katharina Schenk
Head of Development, Senior Producer Series & Films, ORF 1
katharina.schenk@orf.at
+43 1 87878

Mag. Alexander Vedernjak
Head of Series, ORF 1
alexander.vedernjak@orf.at
+43 1 87878

Dr. Andrea Bogad-Radatz
Senior Vice President Films and Series, ORF 1 & 2
andrea.bogad-radatz@orf.at
+43 1 87878

Mag. Irene Heschl
Head of Films and Series, ORF 1 & 2
irene.heschl@orf.at
+43 1 87878

Peter Schöber
Programme Director, ORF III
peter.schoeber@orf.at
+43 1 87878

AUSTRIA



PULS 4

PULS 4 TV GmbH & Co KG
Media Quarter Marx 3.1
Maria Jacobi Gasse 1
A-1030 Wien
Austria

T: +43 1 999 88 - 0
F: +43 1 999 88 - 8888

www.puls4.com

Oliver Svec
Programme Director
oliver.svec@prosiebensat1puls4.com

DI (FH) Thomas Gruber
Deputy Programme Director
thomas.gruber@prosiebensat1puls4.com
+43 / 1 / 368 77 66 - 404
+43 / 1 / 368 77 66 - 199

AUSTRIA



SERVUSTV

ServusTV
Ludwig-Bieringer-Platz 1
A - 5073
Wals-Himmelreich
Austria

T: +43 662 842244 - 0
F: +43 662 842244 - 28181

www.servustv.com

Mr. Klaus Bassiner
Director of Programming
+43 662 842244 - 28120

AUSTRIA



ATV UND ATV2

ATV und ATV2 - ATV Privat TV GmbH & Co
KG Aspernbrückengasse 2
A-1020 Wien
Austria

T: +43 1 213 64-0
F: +43 1 213-64-999
atv@atv.at

www.atv.at

Martin Gastinger
**CEO-Programme Director and
Development**
+43-1-213 64-0

Roman Rinner
**Head of Programme-Planning and
Acquisitions**
+43-1-213 64-0



BELGIUM

The three Communities (Flemish, French and German speaking) each have responsibility for audiovisual communication and constitute separate markets, the common feature being the fact that all three markets have been extensively cabled for three decades and are thus able to receive the channels of neighbouring countries. They each have their own systems of regulating the audiovisual media and their own public service broadcasters, namely the VRT, the RTBF and the BRF respectively.

The main players in the Flemish Community are VRT, which operates the public channels Één, Canvas and Ketnet/OP12, and Mediaalan (Vlaamse Media Maatschappij), which runs the channels VTM, 2BE, Anne, Jim, vtmKzoom and Vitaya. Één (VRT) continues to dominate the market, with a steadily rising daily audience share of 31% in 2013, a slight decrease compared to 2010 (33%) which reached 33% in 2010 (compared with 28.7% in 2006). Behind Één in audience terms are the channel VTM (17.4% in 2013) and the second public channel Canvas (children's programmes during the day sports and cultural programmes in the evening), followed by Vier, 2BE and Vijf. The rest of the market is split between a number of special interest channels set up in the Flemish Community as well as French and Dutch language channels.

In the French Community (which now refers to itself as the "Federation Wallonie- Bruxelles"), the main operators of television channels are, apart from RTBF (La Une, La Deux and La Trois), the RTL group, with its three channels RTL-TVI, Club RTL and Plug RTL that target Belgium but operate under Luxembourg law, and the French group AB (AB3, AB4 and AB Shopping). RTBF's market share rose slightly in 2012 (20.9% compared with 20.5% in 2011). RTL-TVI continues to dominate the market with a 20.1% daily audience share in 2012 (19.2% in 2008) and a prime time market share of 28%. The second most important Belgian channel is La Une (RTBF), with a 14.6% market share. La Deux once again exceeded the 5% mark (5.4% compared with 4.8% in 2011). The other Belgian channels have a combined share of less than 5% (Club RTL, La Deux, AB3, etc) and a significant number of viewers still turn to the French channels, which command about a third of the audience share.

In the German speaking Community, the majority of the population (about 74 000 inhabitants) choose mainly to watch the German television channels.

Almost 100% of Belgian households subscribe to pay TV cable TV, mainly due to the extent of the country's cable network. The country's primary cable operator, Telenet (58% of which is under the ownership of Liberty Global since January 2013), claims more than 2.1 million subscribers to its range of channels. The other cable operators are Brutélé, Tecteo (under the VOO brand) and Numericable/Coditel. The market has undergone significant concentration in the last four years, with the number of cable operators falling from 19 in 2006 to just 6 in 2012. Since January 2013, the service of AIESH has been replaced by that of Numericable. In July 2011, the IBPT (the federal telecommunications services authority) adopted a plan to open up the cable network. This states that cable operators will in future have to enable any interested parties to make a bid to offer television services or high speed Internet services using the networks of the major cable operators.



The Spiral. Produced by Caviar, Belgium. Developed with the support of the MEDIA Interactive support scheme.

BELGIUM



BTV (BELGIUM TELEVISION SA)

AB3 – AB4
7 rue de Livourne
1060 Bruxelles
Belgium

T: +32 2650.09.20
F : +32 2 646.07.12
info@ab3.be

www.ab3.be

Mr Rolland BERDA
Managing Director

Mr Philippe ZRIHEN
Head of programming
Philippe.zrihen@ab3.be

Created in 2011, BTV operates 2 generalist channels totalling a 5.1% market share in the South of Belgium. AB3 is devoted to fiction (67%) and entertainment for an audience aged 15-34 year old. AB4 focus on fiction (59%) like cult movies and classical series towards an older audience (35+).



Chaussée de Louvain 656
B-1030 Brussels
Belgium

T: +32 2 730 02 11
F: +32 2 732 18 48
info@betv.be

www.betv.be

Mr Frédéric Vandeschoor
Managing Director

Mr Christian Loiseau
Head of Programming
Christian.loiseau@betv.be

Mr Philippe Logie
Head of Acquisition
philippe.logie@betv.be



RTL-TVI – CLUB RTL – PLUG TV

Avenue Georgin 2
B-1030 Brussels
Belgium

T: +32 2 337 69 91
F: +32 2 772 72 36

[www.rtl.be](http://www rtl be)

Stéphane Rosenblatt
Director of Programmes
stephane_rosenblatt@clt-ufa.com

Patrick Van Den Bosch
Head of Acquisitions
pvandenbosch@rtl.be

Erwin Lapaille
Deputy Director TV
elapaille@rtl.be

RTL, a subsidiary of CLT-UFA/RTL Group, operates 3 channels in French-speaking Belgium with a 30% market share. RTL-TVi is a generalist channel combining news programmes, entertainment, commercial films and series (mainly American). Until recently, Club RTL was focused on niche programme for kids, series and films but now it plans to go more mainstream. Plug addresses young adults with series, cult movies, reality shows and music programmes.



RTBF

Boulevard A. Reyers 52
B-1044 Brussels
Belgium

T: +32 2 737 25 44
F: +32 2 737 43 81

www.rtbf.be

François Tron
Director of Programmes
dirtv@rtbf.be
+3227374633

Arlette Zylberberg
Head of Fiction
azy@rtbf.be
+322 7372504

Eric Poivre
Head of Programming
epo@rtbf.be
+3227372546

Valérie Lardinois
Films & Fictions Acquisitions
vall@rtbf.be
+322 7374831

RTBF, the public broadcaster in the French-speaking community, operates 3 channels: la Une, la Deux, la Trois. La Une is focused on information, entertainment and generalist programmes. La Deux is more oriented towards series and sports. La Trois is a children's channel in the daytime and a more cultural one (documentaries & films in original version) in the evening.



ACHT

Acht
Bites Europe NV
Bloemenstraat 32
1000 Brussel

T: +32 2 211 05 10
vragen@acht.tv

www.acht.tv

Vincent Loozen
Sales and acquisition manager
(Netmanager)
vincent@acht.tv
+32 2 211 05 10



VRT (VLAAMSE RADIO- EN TELEVISIEOMROEP) ÉÉN

Auguste Reyerslaan 52,
1043 Brussels,
Belgium

T: 32 2 7413 111
F: 32 2 7349 351

www.vrt.be

Reinhilde Weyns
Head of Acquisitions
reinhulde.weyns@vrt.be

Elly Vervloet
Assistant net-manager
elly.vervloet@vrt.be
+32 2 7413950

VRT is Belgium's Dutch-language public broadcaster of the Flemish community in Belgium. VRT consists of the family entertainment channel Één, the youth channel Ketnet and Canvas, which is an informative and cultural channel with a strong documentary profile. From May 2012 on Canvas and Ketnet will operate as separate channels.



VRT (VLAAMSE RADIO- EN TELEVISIEOMROEP) CANVAS

Auguste Reyerslaan 52,
1043 Brussels,
Belgium

T: 32 2 7413 111
F: 32 2 7349 351

www.canvas.be

VRT is Belgium's Dutch-language public broadcaster of the Flemish community in Belgium. VRT consists of the family entertainment channel Één, the youth channel Ketnet and Canvas, which is an informative and cultural channel with a strong documentary profile.

Sven Van Lokeren
Acquisition Executive (Series)
sven.vanlokeren@vrt.be
+32 2 7415981

Catherine Wilmes
Acquisition Executive (Film)
catherine.wilmes@vrt.be
+32 2 7413315



SBS BELGIUM, VT4 AND VIJFTV

SBS Belgium nv
Fabrieksstraat 55
B- 1930 Zaventem
Belgium

T: 02/715.11.50
F: 02/720.70.96
info@sbsbelgium.be

www.sbsbelgium.be
www.vt4.be

Stefanie Segers
Acquisition & Distribution Manager
Stefanie.segers@sbsbelgium.be
+32 2 715 11 99.

VT4 is a private generalist channel with national coverage in Belgium, but focusing on the country's Flemish (i.e. Dutch speaking) community. VT4 offers free tv and broadcasts 168 hours per week. VIJFtv is a lifestyle free tv channel specifically targeted at (young) women in the Belgian-Flemish community. VIJFtv also airs 168 hours per week.



VMMA (VLAAMSE MEDIA MAATSCHAPPIJ), VTM AND 2BE

Mediaalaan 1,
1800 Vilvoorde
Belgium

T: +32 022 55 32 11
F: +32 022 55 51 41

www.vtm.be
www.2be.be

An Rydant
Netmanager and Head of Drama
an.rydant@vmma.be
Scenarios, pitches and purchase of films:
jan.creuwels@vmma.be

Luc Janssens
Foreign Acquisitions Manager
luc.janssens@vmma.be



BULGARIA

In Bulgaria the private channel bTV (Central European Media Enterprises) dominates the market and had a daily audience market share of 36.3% in 2012. BNT, the public broadcaster now has four television channels and a total audience share of 8.5% (less than half the share it had in 2006). The other major commercial player is the Modern Times Group with Nova TV (14.9%). (Audience data source: Eurodata TV Worldwide / TNS TV Plan).

Approximately 30% of Bulgarian homes receive cable television with over 600 cable network operators. In 2010, the private equity company EQT V took over two major operators: Cabletel and Eurocom establishing a new service called Blizoo. The service had 440 000 subscribers in 2013. In 2010 Telekom Austria (via Mobiltel) bought into the Bulgarian market (acquiring Megalan and Spectrum).

The Bulgarian satellite market has witnessed several major changes in the last year. Satellite BG closed down in June 2013 due to the economic crisis. The service had about 50 000 customers and they were recommended by Satellite BG to move to Vivacom. The main players in the market are Bulsatcom and Vivacom TV (from Telecom operator Vivacom). A new service was launched in 2013 by Neterra and Telenor called W1. There are also at least 15 IPTV services available, mostly provided by local ISPs, with the most important provided by Mobiltel (Telekom Austria).

Regarding DTT in Bulgaria there were tenders in 2009 and 2010. Two companies were selected: Towercom (Slovak Republic) to operate two nation-wide DTT multiplexes; and Hannu Pro (Latvia) to operate three nation-wide DTT multiplexes and the public service multiplex. Complaints against this decision led to the opening of infringement proceedings by the European Commission regarding the tender process including the restrictions on who could enter the tender. The two operators have continued the development of DTT services. Switch-off was reported to have taken place in September 2013. However, such a large number of homes were unprepared and left without television signals that the switch-off was delayed until November 2013. Low income homes were provided with vouchers to help in the purchase of DTT equipment.



TV7

TV7
159, Tzar Boris III Blvd.
Sofia 1618

T: +359 2 816 27 40
office@tv7.bg

www.tv7.bg

TV7 is a Bulgarian polythematic television channel with a national coverage. It is the main channel in the group of channels TV7, NEWS7 and SUPER7 which starts its broadcasting at the end of 2005. Since 2013 the program of the television is being processed digitally on the territory of the whole country while reaching 96.2% of population coverage.



bTV

bTV
National Palace of Culture
1, Bulgaria Sq.
Sofia 1463

T: +359 2 9176800
sales@btv.bg

www.btv.bg

bTV is the first private national TV station in Bulgaria.
bTV's program was broadcast for the first time on June 1st 2000, those braking
the monopoly of the public national TV station and changing entirely the media
environment in Bulgaria. For 12 years bTV firmly established itself as the most watched
TV channel in Bulgaria with nearly 40% share of all viewers and with leading positions
on the advertising market.

BULGARIA



NOVA TV

NOVA TV
41, Hristophor Columb Blvd
Sofia 1592

T.+ 359 2 805 00 00
sales@ntv.bg

www.novatv.bg

In 2008 NOVA TV became part of Modern Times Group (MTG). At the beginning 2011 NOVA, DIEMA, DIEMA 2 и DIEMA FAMILY, NOVA SPORT, TV 1000 Balkan, Viasat History, Viasat Explore и Viasat Nature, as well as EVA magazine became part of the established Nova Broadcasting Group. The expansion continues in 2013, when the company became owner of 70 % of Darik Net and all web sites of Darik web together with the biggest digital media company in the country Netinfo.



BNT

The Bulgarian National Television (BNT) was founded in 1959 and it was the first television service to broadcast on the territory of Bulgaria. As a public service broadcaster, the main purpose of BNT is to deliver a broad range of news and programming that keeps its audience informed about important issues and events in the areas of politics, economics, business, culture, science and education. BNT operates four regional production centres in the cities of Blagoevgrad, Varna, Plovdiv and Rousse. In 1999, BNT launched the satellite channel 'TV Bulgaria' designed mainly for Bulgarians living abroad. At the end of 2010, the channel was renamed 'BNT World'. Channel BNT2 was launched in 2011. It pooled together the programming of the four regional centres. It is available free-to-air in the major cities in Bulgaria. BNT gives its viewers the benefit of emerging communications technologies and services and it was one of the earliest Bulgarian Media on the 'World Wide Web'.

BNT
29, San Stefano Str
1504 Sofia

T. +359 2 814 2210

www.bnt.bg



CYPRUS

The Cypriot public service broadcaster CYBC continues to play an important role in the market with four channels: RIK1, RIK2, RIK HD and RIK Sat. These had a combined daily audience share of 17.4% in 2012, a slight increase from the year before. The national private channels are very strong with the most important being Sigma (18,4%), ANT1 (16.2%) and Mega (14.4%), followed by Plus TV (3,9%).

(Audience data source : Eurodata TV Worldwide / AGB Nielsen Media Research Cyprus).

Several channels are the Cyprus versions of major Greek commercial channels including ANT1, Mega, and the new sister channel of a Greek commercial station which was launched in 2011 (Mad Cyprus). Cyprus is also home to a number of Russian language channels that target Russia and the Baltic states.

Analogue terrestrial signals were switched off on 1 July 2011, after a short transitional period. The network was launched in spring 2010 with the multiplex operated by the public broadcaster and composed of public channels. At the beginning of 2011, the private consortium Velister Ltd (consisting of six private broadcasters and the distributors Primetel and Cablenet) launched a second multiplex, dedicated to private channels. In 2013, Velister was broadcasting nine free channels and a pay- DTT package composed of six channels and produced by LTV (Lumiere TV).

The transition to DTT had a strong impact on the local television landscape in Cyprus. In the absence of a local DTT network, several local stations have begun to broadcast nationally (Extra TV Limasol and Capital TV) in some cases with a revised programme schedule, while others have had to cease broadcasting either temporarily or permanently.

The only satellite package available in Cyprus is Nova, operated by the Greek firm Multichoice Hellas (subsidiary of Forthnet). Only around 5 000 homes paid for satellite subscription services in 2012. The main cable operator is Cablenet and the company has faced competition since 2010 with the launch of two cable TV packages by LTV (Lumiere TV): LTV Cable and LTV3Play. Approximately 12% of homes in Cyprus subscribe to cable packages. Cablenet claimed to have 30 000 subscribers in 2012. Two IPTV services are available: from Cytavision and Primetel. Almost 20% of homes opted for IPTV services in 2012.



CYPRUS BROADCASTING, CORPORATION (CYBC)

PO BOX 24824
1397 Nicosia
Cyprus

T: +357 22862000
F: +357 22314050

www.cybc.com.cy

CyBC is a generalist channel broadcast by the Cyprus Broadcasting Corporation. It has national coverage and is broadcast in Greek. It is a free HD public channel, broadcast over the DTT network.

Themis Themistocleous
Director General Cyprus
Broadcasting Corporation
themis.themistocleous@cybc.com.cy
T: +357 2286 2345

Evi Papamichael
Head of Acquisitions – Television
Department
evi.papamichael@cybc.com.cy
T: +357 2286 2412
F: +357 2231 5806



ANT1 TV

Launched in 1993, Ant1 TV is an analogue terrestrial generalist channel with national coverage, broadcast in Modern Greek. The channel is free and active 168 hours per week. Ant1 TV is a sister channel of ANT1 TV (Greece). It was the first private channel to be launched after Cyprus broadcasting liberalisation.

Megaron 5, 2311 Strovolos
P.O.BOX 20923
1665 Nicosia
Cyprus

T: +357 22200200
F: +357 22200210

www.antenna.gr

Mr. George Kotziamanis
**TV Programmer/Commissioning
Editor**
g.kotziamanis@antenna.com.cy

Mr. Constantinos Odysseos
**TV Programmer/Commissioning
Editor**
odysseos@antenna.com.cy



MEGA

MEGA is a private Digital terrestrial channel – a sister channel of one of the main Greek commercial stations. It is a generalist channel broadcasting in modern Greek.

Mega Channel

Address: Patriarchi Petrou Z' No. 15,
2054 Strovolos – Nicosia
Cyprus

Mr. Giorgos Chouliaras
TV Program Commissioning Editor
g.chouliaras@megatv.com.cy
T: +357 22 477700
F: +357 22 477737

Ms. Riana Odysseos
TV Program Commissioning Editor
r.odysseos@megatv.com.cy
T: +357 22 477955
F: +357 22 477737



SIGMA TV

P.O.BOX 21836,
1513 Nicosia
Cyprus

T: +357 22580100
F: +357 22580221

www.sigmatv.com

Sigma TV is the main private TV channel in Cyprus and main TV channel in Cyprus in terms of audience. SIGMA has a programmes deal with the Greek channel Star Channel. Sigma targets mainly young urban adults. SIGMA prime time schedule is composed of local (40%) US (25%), mainland Greek (15%) and other (20%) programming. It has free national coverage, active 168 hours a week and is broadcast in Modern Greek.

Mrs Soulla Ioakeimidou
TV Programmer/Commissioning Editor
soulla@sigmatv.com

Mr. Alexis Nicolaou
TV Programmer/Commissioning Editor
alexis@sigmatv.com

Ms Eliza Vlachou
Foreign Programme Manager
vlachou@sigmatv.com

CYPRUS



CZECH REPUBLIC

In the Czech Republic, the television market continues to be dominated by the private channel Nova TV (Central European Media Enterprises), which in 2010 had a market share of 28.9 % (down 13 % since 2006). The public service broadcaster Czech Television, had a total market share of 27 % thanks to the growth of CT24 and CT4. In third place is the private channel Prima TV (Modern Times Group), which had a share in 2011 of 17.4% (down from 20.2% in 2006). (Audience data source: Eurodata TV / ATO / Mediaresearch)

All the main operators have launched additional channels over the past 3-4 years. The Nova TV family channels include Nova Sport and Nova Cinema and the male oriented channel Fanda launched in 2012. The public service broadcaster has a sport and a news channel (CT 4 Sport and CT 24), and has also launched several HD channels. Prima TV also has two entertainment channels: Prima Cool targeting men, and Prima Love, which targets women. A new national commercial channel TV Pětka was launched in October 2012. Analogue terrestrial television was switched off in June 2012. Digital Terrestrial Television is the most important distribution platform in the Czech Republic serving more than 30% of homes. IPTV has taken off in the Czech Republic with a total of 5 competing offers.

On 6 September 2011 the Parliament of the Czech Republic adopted amendments to audiovisual legislation that concern advertising and teleshopping in public television. From January 2012 advertising was removed from the channels CT1 and CT24 (News). The other channels will continue to have advertising but the time allocated to advertising on CT2 and CT4 should not exceed 0,5% of the daily broadcasting time.



ČESKÁ TELEVIZE (CZECH TELEVISION)

Česká televize is Czech public service broadcaster. It is financed mostly from television licence fees, partly from business activities. It broadcasts on six channels: ČT1, ČT2, ČT24 (news channel), ČT sport (sport channel) and the newly launched ČT:D (children channel) and ČT Art (culture channel). While ČT1 is a family-oriented channel showing original Czech movies, series, entertainment and lifestyle, ČT2 offers documentaries, nature-oriented shows and foreign films and series. ČT:D is a children's educational channel, launched 31. 8. 2013, which broadcasts from 6am until 8pm. ČT art is a channel focusing on culture, theatre, operas, music, art films, launched 31. 8. 2013, which broadcasts from 8pm until late night.

Kavčí hory
140 70 Praha 4
Czech Republic

T: +420 261 131 111
F: +420 2 6113 7308

www.ceskatelevize.cz

Jan Maxa
**Director, Department of
Programmes and Formats
Development**
jan.maxa@ceskatelevize.cz

Václav Kvasnička
Head of Acquisitions Deptartment
vaclav.kvasnicka@ceskatelevize.cz

Alena Poledňáková
Head of Acquisitions – Drama
alena.polednakova@ceskatelevize.cz

Markéta Štinglová
**Manager of International Content
Projects Center**
marketa.stinglova@ceskatelevize.cz



TV NOVA

CET 21, spol. s r. o.
Kříženeckého náměstí 1078/5
152 00 Praha 5
Czech Republic

T: +242 464 111

tv.nova.cz

CET 21 is a private broadcaster which broadcasts on several channels: Nova (private channel with the biggest market share), Nova Cinema, Nova Sport (sport channel), MTV Czech Republic, Fanda, Smíchov and Telka. The programming of Nova is composed of news, current affairs, films, original and acquired TV series, documentaries and entertainment programmes. Nova Cinema offers mostly feature films and TV series.

Alexandra Ruzek
**Director of Programming and TV
Channels**
alex.ruzek@nova.cz

Alexandra Bezpalcová
Head of Acquisitions
alexandra.bezpalcova@nova.cz

Petra Bohuslavová
Acquisitions
petra.bohuslavova@nova.cz



PRIMA TV

FTV Prima is a private broadcaster which broadcasts on four channels, Prima, Prima COOL, Prima Love and Prima ZOOM. Prima's programming is composed of news, current affairs, films, original and acquired TV series, documentaries and entertainment programmes. Prima COOL is an entertainment channel broadcasting mainly American films, TV series, sport and entertainment programmes. Prima Love is a channel targeted at women, broadcasting films, TV series and talk shows. Prima ZOOM is a new channel, launched 1. 2. 2013, broadcasting mainly foreign documentaries.

FTV Prima, spol. s r. o.
Na Žertvách 24/132
180 00 Praha 8 - Libeň

T: +420 266 700 111

www.iprima.cz

Jan Rudovský
Head of Aquisition
jan.rudovsky@iprima.cz



HBO CZECH REPUBLIC

HBO Czech Republic is the Czech subsidiary of Home Box Office (HBO). It is transmitted by cable and satellite networks and it broadcasts mostly feature films, TV series and documentaries. It operates several channels: HBO, HBO2, HBO Comedy, Cinemax and Cinemax2.

Jankovcova 1037/49
170 00 Praha 7
Czech Republic

www.hbo.cz

Jana Malířová
Acquisition Manager
jana.malirova@hbo.cz
+420 261 094 500



DENMARK

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The Danish market is the only one in Europe in which public channels, operated by the two public broadcasters, DR and TV 2, still attract more than half of average daily audiences. The TV 2 channel continues to dominate the market (23,3% of daily audiences in 2013), followed by DR1 (20,3%). The two main public channels therefore account for 43,6% of average daily audiences in 2013. Because of the creation of various special-interest channels, the entire public owned channels saw their total audience grow from 65,6% in 2010 to 66,0% in 2013. The most popular private channel is TV3 (Swedish MTG Group), with a steady daily market share of 4.8%. The other main private channels are Kanal 5 (SBS Discovery Media, 3,7 daily audience share) and TV3+ (MTG Group), whose daily audience share was 2.7% in 2013. (Audience Data Source: Gallup TV meter)



Badehotellet, TV 2



Heartless, SBS TV

DENMARK



DR TV

DR (Danish Broadcasting Corporation) is Denmark's oldest and largest electronic media enterprise. The corporation was founded in 1925 as a public service organization and the TV channel in 1951. DR does not possess any RTB licence but has signed a public service contract with the Ministry of Culture. The channel is completely financed by public revenues (there are no advertising revenues). DR TV comprises two channels, DR1 and DR2 - and four new channels from November 2009: DR K (Culture, history, music), DR Ramasjang and DR Ultra (Children's programming) and DR3 (Youth). Over the years DR has built up a strong fiction brand, especially on Sunday evenings at 20h. DR has produced a number of award winning tv series, such as *The Protectors* (2010), *Unit One* (2002), *Nikolaj & Julie* (2003), *The Eagle* and *Young Andersen* (2005). And with additional nominations for series like *Better Times* (2004), *The Killing* (2007 and 2008), *Mille* (2009), *Broen* (2011) and *Borgen* (2010) DR has established itself as an important player in the international world of drama production.

Emil Holms Kanal 20
DK - 0999 Copenhagen C
Denmark

T: +45 3520 3040
F: ++45 3520 3040
dr@dr.dk

www.dr.dk

Pil Gundelach Brandstrup
CEO DR
pibr@dr.dk
+45 35 20 83 05

Steen Salomonsen
Head of acquisitions, Fiction
ssa@dr.dk
+45 35 20 39 29

Piv Bernth
Head of Drama
pvb@dr.dk
+45 35 20 42 40

Bertel Kaare Schmidt
Editor, TV series
kash@dr.dk
+45 35 20 40 19

Ditte Christiansen
Co-producer, Fiction
dich@dr.dk
+45 35 20 42 22

Inge Kastoft
Program coordinator
ika@dr.dk
+45 35 20 40 40

Flemming Hedegaard Larsen
Editor DR K
fhl@dr.dk
+45 35 20 40 89

Peter Gren Larsen
Editor, fiction DR
pegl@dr.dk
+45 35 20 40 45

Irene Stroyer
Editor, DR
ires@dr.dk
+45 35 20 33 7

Kirstine Vinderskov
Editor in chief, Children and youth
kii@dr.dk
+45 35 20 44 10

Helene Auro
Deputy Managing Director
heau@dr.dk
+45 3520 39 57

DENMARK



TV2

TV 2 is a publicly owned television station in Denmark based in Odense. The schedule is Public Service driven with emphasis on a full range schedule and a strong backbone of Danish produced programming. TV 2's economy is based on advertising revenues and subscription. TV 2's overall share (20-60) is 24% (2013) and the commercial share (20-60) is 39%. TV 2 has five subsidiary stations known as TV 2 ZULU, targeted at youth, TV 2 CHARLIE, oriented towards older audiences, TV 2 NEWS, TV 2 FILM, a non-stop movie channel and TV 2 FRI (leisure channel), as well as the internet-based pay-per-view channel TV 2 PLAY. TV 2 has aired a number of successful Danish TV fiction, such as Anna Pihl, Lærkevej, Rita, Dicte and Badehotellet (all MEDIA supported).

TV2/Danmark (Odense)
Rugårdsvej 25, 5100 Odense C, Denmark

T: +45 6591 9191 (Odense)
T: +45 39 75 7575 (Copenhagen)
F: +45 6591 3322 (Odense)
tv2@tv2.dk

www.tv2.dk

TV2/Danmark (Copenhagen)
Teglholm Allé 16, 2450 Copenhagen SV
Denmark

Lotte Lindegaard
Head of Channel
loli@tv2.dk

Anette Rømer
Head of Acquisitions and Formats
anro@tv2.dk

Sune Roland
Head of TV 2 Networks (ZULU, Charlie and FRI)
suro@tv2.dk

Thomas Breinholt
Head of Programme
thbr@tv2.dk

Katrine Vogelsang
Head of Fiction
kavo@tv2.dk

Jesper Nilausen
Commissioning Editor and Buyer (fast turnaround doc. and current affairs)
nila@tv2.dk

DENMARK



TV3

TV3 is one of the channels owned by the Viasat Corporation. They are broadcasting from the UK. There are a number of sister channels like TV3+, TV3 Puls, TV2 Sport, Viasat Film and more. The last few years TV3 has started to include Danish TV-fiction in their schedule and have had success with series like *2900 Happiness* and *Lulu & Leon*.

MTG TV A/S Strandlodsvej 30 2300
København S

TV3 A/S
Strandlodsvej 30
DK-2300 København S

T: +45 77 30 55 00
F: +45 77 30 55 10
tv3@viasat.dk

Morten Mogensen
**Programme director TV3, TV3+ og
TV3 PULS**
Morten.Mogensen@mtgtv.dk
T: +45 77 30 56 23
M: +45 26 16 02 88

Peter Slot
**Head of acquisitions and programme
research TV3, TV3+ and TV3 PULS**
peter.slot@tv3.dk
T: +45 7730 5500
Dir: +45 7730 5590
F: +45 7730 5666



SBS TV

SBS TV
H.C.Andersens Boulevard 1
DK-1553 Copenhagen V

T: +45 7010 1010
info@sbstv.dk

www.sbstv.dk

Lars Ellegaard
Head of Factual, SBS Discovery Media
Aps
Lars.Ellegaard@sbsdiscovery.dk
T:+45 70 10 10 10
M:+45 30 65 27 70

SBS TV is part of one of Europe's biggest TV and radio broadcasters, the German ProSiebenSat1 Media. In Denmark SBS TV consists of four TV stations Kanal 4, Kanal 5, 6'eren and The Voice TV plus two radio stations The Voice and Nova.



ESTONIA

Estonia's public service broadcaster (Eesti Rahvusringhääling, ERR) operates two free-to-air advertising free television channels: ETV and ETV2. During 2013, ERR television channel ETV and ETV 2 reached in total 17,7%, market share, but still gave away by 0,1% its leader position to Kanal 2 and its sister channels Kanal 11 and Kanal 12. Kanal 2 AS, the owner and operator of all these three commercial TV-channels belongs to Eesti Meedia AS. After management buy out in the end of 2013 from Norwegian Schibsted ASA belongs Eesti Meedia AS 100% to Estonian capital. Other main private channels on the market are TV3, TV6, 3+ and other Viasat platform channels all owned by the Swedish group MTG, and Russian language channels such as PBK, RTR Planeta and Ren TV. (Audience data source: Eurodata TV Worldwide / TNS Emor).

Cable is still the main distribution platform ahead of IPTV and DTT and satellite. The number of cable operators increased to twelve in 2011 and is dominated by three main players (Starman, STV and Telset). Starman, which is also the only pay-DTT distributor, was acquired during 2013 by Swedish group East Capital Explorer. Just a few players operate on the Estonian TV market, as there are only one pay-DTT distributor (Starman), one satellite television packager (Viasat [MTG Group]) and one IPTV provider (Elion [TeliaSonera Group]).



ESTONIAN PUBLIC BROADCASTING

Gonsiori 27,
15029 Tallinn,
Estonia

T: +372 628 4100
F: +372 628 4155
err@err.ee

Katrin Rajasaare
Head of Acquisitions
katrin.rajsaare@err.ee

Estonian Public Broadcasting has two TV channels (ETV and ETV2) and five radio stations. ETV is Estonia's biggest public service TV channel. It offers programming to all age groups viewers including a daily evening news show; education, science, culture, lifestyle, current affairs and entertainment programs and sports coverage. ETV2 – the programming consists of outstanding cultural and educational broadcasts, documentaries, TV shows and films. It has a special daily children's slot and daily news broadcast in Russian.



KANAL 2

The group consists of Kanal2, Kanal 11 and Kanal 12. Kanal 2 programmes mainly entertainment and local series. Kanal 11 has a set target group of modern women. Kanal 12 is more action and sports oriented, with the target group set as men.

Maakri 23 a,
10145 Tallinn,
Estonia

T: +372 666 2450
F: +372 666 2451
info@kanal2.ee

Kai Gahler
Acquisitions Specialist
kai@kanal2.ee



TV3

Peterburi tee 81,
11415 Tallinn,
Estonia

T: +372 6220 200
+372 6 220 212 (Programme dept)
tv3@tv3.ee

One of the channels owned by the Viasat Corporation. The group also includes sister channels TV6 and 3+. The programming is mainly entertainment with local productions and also acquisitions.



FINLAND

Finland switched to Digital Video Broadcasting (DVB) in 2007 first in Europe. Next transition to high-definition technology (DVB-T2 & MPEG4) will mean parallel SD and HD-distribution for a long time and tie up resources. Finland's national public service broadcasting company YLE's SD broadcasts may continue as long as until 2026.

All media companies in Finland are developing increasingly interactive online and mobile services. Mobile use of media content is increasing. The media sector in Finland is undergoing the global transformation. Digitisation has changed production, distribution and reception significantly. Global and Nordic service providers, such as Netflix, HBO Viaplay and Filmnet have entered the fee-based subscription video service market.

However these changes have not radically altered the balance in the broadcasting market, where the main players remain Finland's national public service broadcasting company YLE (YLE TV1, YLE TV2, YLE Teema and Swedish-language channel YLE FEM), MTV (MTV3, Sub, AVA + pay-channels) owned by Bonnier Group and the Finnish private media group Nelonen Media (Nelonen, Jim, Liv + pay-channels) owned by Sanoma Entertainment Finland Ltd.

In 2013 YLE's market share of daily television viewing was 41,9 %. YLE TV1 was the most popular TV channel in Finland (market share 26%). The second popular television channel was MTV3, its market share was 19 %. Daily television viewing in Finland in 2013, including children aged four and over, was 3 h 2 min (2012: 2 h 55 min). (Source: Finnpalat). Pay-TV share in Finland is around 600 000 households. It is around 25 % of all households in 2013. (Source: Ficom)



Mustat lesket (Black Widows), © Moskito Television/Else Kyhälä



Tellus, 2014 – Producion Company: YLE, Finnish Broadcasting Company



MTV

Ilmalankatu 2
00033 MTV
Helsinki
Finland

T: +358 10 300 300

www.mtv.fi

Sarita Harma
Head of Drama
sarita.harma@mtv.fi

Hanna Kallankari
Head of Acquisitions
hanna.kallankari@mtv.fi

Kaisa Herlevi
Acquisition Executive
kaisa.herlevi@mtv.fi

Karoliina Kivijärvi
Acquisition Executive
karoliina.kivijarvi@mtv.fi

FINLAND

MTV has 6 TV channels: MTV3, Sub, AVA and the MTV Channel Package, which is a pay-TV package comprising MTV MAX, MTV Fakta, MTV Leffa, MTV Juniori, MTV Sport 1, MTV Sport 2. MTV represents C More pay-TV services in Finland. MTV (MTV Oy) is owned by Nordic Broadcasting Oy, which is owned by the Swedish publisher Bonnier AB. The MTV Channel package was launched in November 2006. MTV has been representing the C More pay-TV Services since 2009. MTV also offers a AVOD+SVOD service called Katsomo.



NELONEN MEDIA / SANOMA MEDIA FINLAND LTD.

Nelonen Media
Sanoma Media Finland LTD
P.O. Box 95 00089
SANOMA

T: + 358 9 45 451
firstname.lastname@nelonenmedia.fi

www.nelonenmedia.fi

Nelonen Media runs eight TV channels in Finland, three of which are free-to-air. Nelonen (Channel Four Finland) is the 2nd biggest commercial channel in Finland, Liv is an entertainment channel for women, and Jim is a factual entertainment channel. The pay TV package includes three channels: Prime (features), Maailma (documentaries) and Nappula (kids' content). Channels Pro1 and Pro2 are sports only. Nelonen Media offering is complemented by six radio channels, and a AVOD+SVOD service called Ruutu.

Mikko Aromaa
Senior Acquisitions Executive,
Feature Films
mikko.aromaa@nelonenmedia.fi
T: +358 9 4545 625

Tiina Karo
Senior Acquisitions Executive
tiina.karo@nelonenmedia.fi
T: +358 9 4545 610

Karoliina Kytömaa
Senior Acquisitions Executive
karoliina.kytomaa@nelonenmedia.fi
T: +358 9 4545 416



THE FINNISH BROADCASTING COMPANY (YLE)

YLE Centre
Radiokatu 5
Helsinki 00024
Yleisradio

T: +358 9 14801

www.yle.fi

Yle is Finland's national public service broadcasting company. Yle operates four national television channels (Yle TV1, YLE TV2, YLE Teema, Yle Fem) and six radio channels and services complemented by 25 regional radio programmes. Yle also offers online television and radio supply Yle Areena

Tarmo Kivikallio
Head of International Acquisitions
tarmo.kivikallio@yle.fi

Erkki Astala
Executive Producer, Co-Productions
erkki.astala@yle.fi

Johanna Salmela
Acquisitions Executive, Drama
(USA, Canada, Asia, Australia, Latin America)
johanna.salmela@yle.fi

Mari Koivuhovi
Acquisitions Executive, Drama
(Europe)
mari.koivuhovi@yle.fi

Johan Fornäs
Acquisitions Executive, Drama,
Feature Films (Arthouse, Nordic)
johan.fornas@yle.fi

Vesa Nykänen
Acquisitions Executive, Feature Films
(Mainstream, Classics)
vesa.nykanen@yle.fi

FINLAND



FRANCE

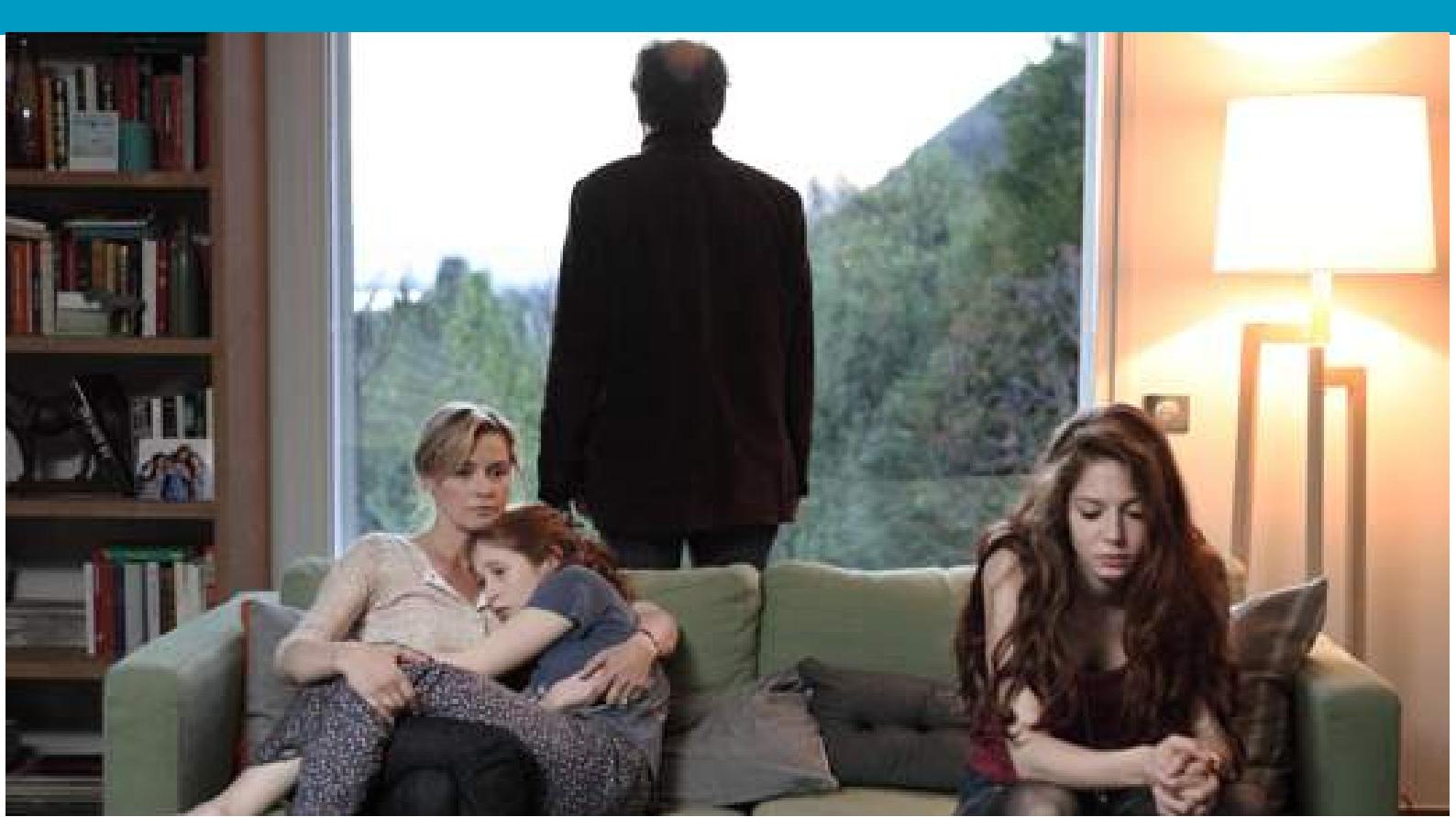
In the French market, TF1 remains the most popular channel with a daily audience share of 22.7% in 2012 but that share has been steadily falling (32% in 2005). The two public channels France 2 (14.9%) and France 3 (9.7%) stabilised their audience market share in 2012. Both in 2012 and 2011, the daily audience market share (11.2%) of the private channel M6 was even higher than that of France 3. TMC has confirmed its position as the fifth most-watched channel (3.6%), ahead of France 5 (3.5%). By March 2012 more than 97% of French television homes were digital. (Audience data source: Eurodata TV Worldwide / Médiamétrie / Médiamat).

The French audiovisual landscape is likely to experience a new major development with the expected arrival in September 2014 of Netflix, which will probably be a major competitor for Canal+. In January 2014, the Presidents of the three main private groups, TF1, M6 and Canal+, wrote a joint letter to the Minister of Culture requesting the urgent reform of audiovisual policy. One of the key issues of the debate is the revision of the release windows for film distribution.

Fiction is the first genre on the national free channels (TF1, France 2, France 3, France 5, M6, Arte, D8, W9, TMC, NT1, NRJ12, France 4, D17 and Gulli), representing 23% of the offer (28 100 hours) in 2013.

Historical national channels (TF1, France 2, France 3, Canal+, M6 and Arte) remain the major financers for French fictions. In 2013, they offered 851 nights (38,9%) of fiction among which a greater part of drama series (+41 nights) while one-off fictions works lost 12 nights.

For the first time in 5 years, American fiction is decreasing (-15 nights compared to 2012) while European fiction works (beside french programs) is in constant growth (+22 nights).



The Rebound (Les revenants) which receive MEDIA TV broadcasting support in 2012.



ARTE FRANCE

8, rue Marceau,
92785 Issy-les-Moulineaux
Cedex 9
France

T: +33 (0)1 5500 7777
+33 (0)3 8814 2222
F: +33 (0)1 5500 7700
+33 (0)3 8814 2200
artep@artefrance.fr

communication@arte-tv.com
www.arte-tv.com

Vincent Meslet
Director of Arte projects
v-meslet@artefrance.fr

Rémi Burah
Cinema Director
r-burah@artefrance.fr

Judith Louis
Fiction Director
j-louis@artefrance.fr

FRANCE



ARTE GEIE

Service Téléspectateurs
4, Quai du Chanoine Winterer
CS 20035
F- 67080 Strasbourg Cedex
France

T: +33 3.88.14.22.22
F: + 33 3.88.14.22.00

www.arte.tv

AARTE GEIE is a public television broadcaster. The ARTE Group is composed of three entities: the headquarters in Strasbourg (ARTE GEIE) and two Members responsible for programme production and delivery, which are ARTE France in Paris (ARTE FRANCE (S.E.P.T.)) and ARTE Deutschland TV GmbH in Baden-Baden (ARTE DEUTSCHLAND TV GMBH).

Sylvie Corso
Multi-lingual Productions,
Responsible for Acquisitions
s-corso@arte-tv.com

Lisa Muller
**In Charge of Fiction Programming,
Film and Fiction Department.**
l-mueller@arte-tv.com

Andreas Schreitmuller
Responsible for Fiction and Film
a-schreitmuller@arte-tv.com



CANAL J

Canal J is a Children's (4–14) entertainment channel. Magazines, fiction, cartoons, etc.

78, rue de Serres
Paris Cedex

T: +33 (0)1 53. 5555
F: +33 (0)1 53. 5559
tachaine@canalj.fr

www.canalj.fr
www.canalj.net

Emmanuelle Baril
Director of acquisition
emmanuelle.baril@canalj.fr

Caroline Mestik
Directrice des programmes
Caroline.mestik@canalj.fr

FRANCE



CANAL PLUS

National generalist pay-tv channel whose programming mainly consists of sports programmes, cinema, documentaries and magazines.

Canal Plus
1, place du spectacle
92130 Issy-les-Moulineaux
France

T: +33 1.71.35.35.35
F: +33 1.44.25.19.58

www.canalplus.fr
www.canal-plus.com

Nathalie Coste Cerdan
**Head of the Cinema Department for
Canal+**
nathalie.costecerdan@canal-plus.com

Laurent Hassid
**Head of Foreign Films Acquisitions
Buyer, Management**
Laurent.hassid@canal-plus.com

Suzette Krick
**Acquisition Manager Buyer,
Management**
suzette.krick@canal-plus.com

Myriam Esnouf
**Acquisition Executive (PPV-VOD)
Buyer, Legal/Finance**
myriam.esnouf@canal-plus.com



D8

Generalist channel broadcast on the digital terrestrial network.
100% owned by Canal+ Group.

Direct 8
1 place du Spectacle
92130 Issy-les-Moulineaux
France

T: 01.71.35.35.35

www.d8.tv

Valérie Billaut
Directrice de la Programmation
valerie.billaut@canal-plus.com

FRANCE



FRANCE 2

French national public service channel.

7, Esplanade Henri-de-France
75907 Paris cedex 15
France

T: +33 1.56.22.42.42
F: +33 1.56.22.56.32

www.france2.fr
www.francetvod.fr

Thierry Sorel
Directeur de l'unité de programme fiction
Thierry.sorel@francetv.fr

Frédéric Prallet-Dujols
Directeur Adjoint des Acquisitions de Programmes
frédéric.pralletdujols@francetv.fr

Catherine Wojtyczka
Directrice Adjointe Negociation Acquisitions Programmes
catherine.wojtyczka@francetv.fr



FRANCE 3

National public service broadcaster with 13 regional units. The regions produce and co-produce both regional and national programmes.

7, esplanade Henri de France
75907 Paris Cedex 15
France

T: +33 1.56.22.30.30
F: +33 1.56.22.73.39

www.france3.fr

Francesca Dandolo
**Programming's Adviser At The
Cinema And Foreign Fiction Unit**
dandolo@exchange.france3.fr

FRANCE



FRANCE 4

Arts, fiction and entertainment channel. Owned by France Télévisions (89%) and Arte (11%).

19 rue Cognacq Jay.
Paris 75007
France

T: +33 (0) 1 40 62 65 50
info@france4.fr

www.france4.tv

Sophie Tran
Conseiller de Programmes Cinéma
Buyer, Other
sophie.tran@francetv.fr

FRANCE



LAGARDÈRE ACTIVE (CANAL J, GULLI, FILLE TV, TIJI)

JUNE (Ex-Filles TV)
78, rue Olivier de Serres.
Paris Cedex 15 75739
France

T: +33 (0) 156 36 55 27
news.june@lagardere-active.com

www.june.fr

Julia Tenret
Director of Acquisition (Fiction)
Julia.tenret@lagardere-active.com

Entertainment channel targeting female young adults (20 to 30 years old). Programming is composed mainly with TV fictions and magazines. The channel replaced Filles TV in October 2009, which was launched in 2004, targeting 11 to 17 year old girls.



M6

M6
89, avenue Charles de Gaulle.
Neuilly sur Seine 92575
France

www.m6.fr

Second free-to-air commercial generalist channel in France. 48,6% owned by RTL Group.

Bertrand Majani
Director of Acquisition
bmajani@m6.fr

Abigail Joliot
Acquisition – Cinema
ajoliot@m6.fr

FRANCE



13 ÈME RUE/SYFY (NBC UNIVERSAL GLOBAL NETWORK)

French cable and satellite channel.

44 rue Washington
Batiement Monceau
75408 Paris Cedex 08
France

T: +33 1 70 60 79 00
F: +33 1 70 60 79 02

www.13emerue.fr

Philippe Danon
Series & Documentaries
Programming Manager,
acquisition courts-métrages
philippe.danon@nbcuni.com

Kevin Deysson
Production & Acquisitions
Executive
kevin.deysson@nbcuni.com

FRANCE



RTL9 (FRANCE)

RTL9 is broadcast via cable and satellite in France, and has also long been broadcast on the analogue terrestrial network in Lorraine (French region located near the Grand Duchy of Luxembourg) and in the Grand Duchy of Luxembourg (but analogue transmissions were shut down in July 2010). RTL9 is jointly owned by Groupe AB and by CLT-UFA.

45 boulevard Pierre Frieden
Kirchberg
Luxembourg

T: +352 42 142 7831 / 7850
F: +352 42 142 7839

[www.rtl9.com](http://www rtl9 com)

Eric Lentulo
Responsable éditorial



SÉRIE CLUB

120 Avenue Charles de Gaulle
92522 Neuilly sur Seine
France

serieclub@serieclub.fr
serieclub.m6.fr

Florent Gellie
Responsable des acquisitions
fgellie@tf6.fr

Série Club and TF6 (50%-owned), target audiences looking for entertainment and series.



TF1

1 quai du Point du Jour,
Boulogne Billancourt,
Cedex 92656
France

T: +33 (0)1 4141 1234
F: +33 (0)1 4141 2910 / 2840
comfi@tf1.fr

www.tf1.fr

TF1 is a national French TV channel, controlled by TF1 Group, whose major share-holder is Bouygues. TF1's average market share of 24% makes it the most popular domestic network. Flagship shows include Star Academy (Endemol's international competitor to the X Factor franchise), CSI and House, M.D. TF1 originally stood for Télévision Française 1 (French Television 1). Since its privatisation in 1987, the abbreviation is no longer expanded, so as to avoid confusion with the Entertainment channel targeting young adults. Jointly owned by the two main French commercial broadcasters (TF1 and M6).

Fabrice Bailly
Directeur Général Adjoint de l'Antenne en charge des Programmes et des Acquisitions
fbailly@tf1.fr

Nathalie Biancolli
Head of Acquisitions Management
nbiancolli@tf1.fr

Sophie Leveaux
Artistique Director of acquisition
sleveaux@tf1.fr

Marie-Claire Sarry
Rights negotiation – acquisition
msarry@tf1.fr



TF1 INTERNATIONAL

Created in 1995, TF1 International is the worldwide distribution and acquisition arm of the TF1 Group, one of the leading media groups in France.

6, place Abel Gance
92100 Boulogne-Billancourt
France

T: +33 1.41.12.34
F: +33 1.41.41.21.33

www.tf1international.com

Sabine Chemaly
Directeur/Responsable des ventes et acquisitions, Exportateur
schemaly@tf1.fr

Romain Brémond
Producteur délégué, Acquisitions
rbrémond@tf1.fr

Thierry Decurcelle
Acquisitions
tdecourcelle@tf1.fr

FRANCE



TV5

Number 1 French-language channel worldwide, reaching 120 million homes across the 5 continents.

131, avenue de Wagram
Paris Cedex 17 75805
France

T: +33 1.44.18.55.55
F: +33 1.44.18.55.10

www.tv5.org

Marjorie Vella
In charge of acquisition - cinema
marjorie.vella@tv5.org

Christophe Assezat
In charge of acquisition - fiction and documentary
christophe.assezat@tv5.org

FRANCE



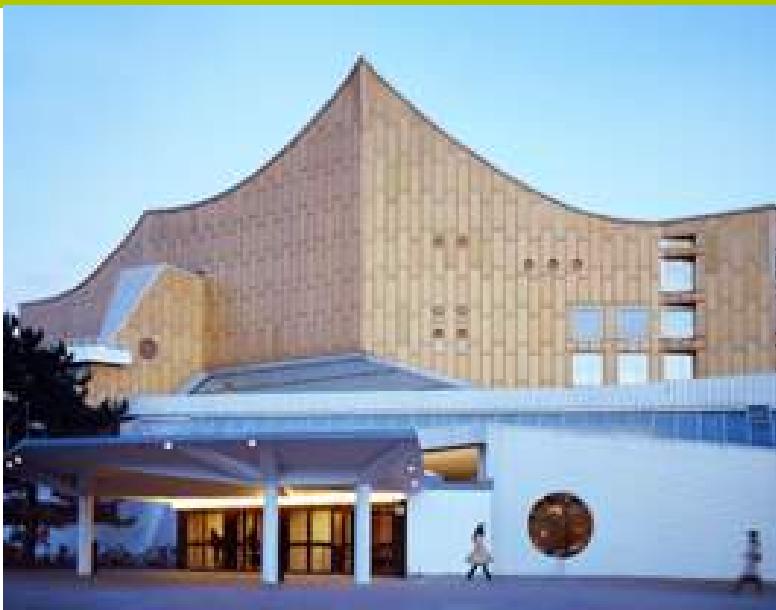
GERMANY

The television market in Germany is one of the largest in Europe and is also very competitive. In 2013, of the country's more than 38 million TV households an equal number (46 %) received programmes by cable and satellite, 11% via DTT and almost 5% via IPTV. Almost 81% of households had access to digital television. Regarding audience share, the two national public service channels (ARD and ZDF) had a combined share of 24.9% in 2012 (compared to 28.9% in 2007). On the scale of popularity, ZDF, with 12.6%, is just ahead of ARD (12.3%) and RTL (12.2%). (Audience data source: Eurodata TV Worldwide / AGF / GfK).

For the first time, cable shares with satellite distribution the position as the most important TV delivery platform. The cable digitisation rate rose above half for the first time in 2013 (just under 56%). [...]

The planned video-on-demand platforms Amazonas and Germany's Gold will not be launched because the BkartA has turned down the applications for failing to comply with anti-trust law. [...]

In comparison to other countries, pay-TV does not have a long tradition on the German market. The acquisition of Germany's pay-TV operator Premiere AG by News Corporation (News Corp) of the US in June 2008 is a sign that pay-TV will become established in the long term. As a result, the Premiere package was renamed Sky Deutschland and the Premiere channels were rebranded Sky channels in July 2009. Sky claimed to have more than 3.5 million customers in the 3rd quarter of 2013 (in Germany and Austria). [...]



Cathedrals of Culture, 2013 - Production Company: Neue Road Movies GmbH (supported by the MEDIA TV Broadcasting scheme, 300.000 Euro)



Die Seelen Im Feuer, 2014 – Production Company: Film Line Productions Filmproduktions GmbH (supported by the MEDIA TV Broadcasting scheme, 400.000 Euro)



ARD – DAS ERSTE / DEGETO

ARD (full name: Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland – Consortium of public broadcasters in Germany) is a joint organization of Germany's regional public-service broadcasters. Together with ZDF, ARD is running the children's programme channel K.I.K.A., an „event“ / current affairs and documentary channel PHOENIX and together with the French TV production house ARTE France, the European cultural programme ARTE. 3sat is jointly run by ZDF, SRG, SSR idé suisse and ARD. Within the programme ARD Digital, ARD broadcasts the additional programmes EinsExtra, EinsPlus and EinsFestival.

ARD DEGETO
Am Steinernen Stock 1
D-60320 Frankfurt am Main

degeto@degeto.de
+49-69-15 09 349

www.DasErste.de

Rainer Flaskamp
Commissioning Editor
0049 69 1509 385

GERMANY



ZDF – ZWEITES DEUTSCHES FERNSEHEN

ZDF-Strasse 1
D – 55100 Mainz

ZDF Enterprises GmbH
Erich-Dombrowski-Str. 1
D-55127 Mainz

Spielfilm-Leitung@zdf.de
www.zdf.de

Ms Susanne Mueller
Executive Director Feature Films
Commissioning Editor International
Series
+49 6131 701 2451
Mueller.s@zdf.de

Ms Tasja Abel
Vice President ZDFE.drama ZDF
Enterprises
+49 6131 9911855
Tasja.Abel@zdf-enterprises.de

Zweites Deutsches Fernsehen (English: "Second German Television"), ZDF, is a public-service German television broadcaster based in Mainz (Rheinland-Pfalz). It is run as an independent non-profit institution, which was founded by all federal states of Germany (Bundeslander). ZDF is financed by television licence fees and advertising revenues. ZDF is a partner in the channels Arte and 3sat and it runs the digital channel ZDFneo (among others), all the mentioned channels schedule TV drama.



BR – BAYERISCHER RUNDFUNK

Bayerischer Rundfunk is Bavaria's public broadcasting service with two television programmes which reach most of Western Europe. As part of the ARD network, BR makes a significant contribution to the five main national ARD TV channels in Germany. Feature films and documentaries are a priority.

Rundfunkplatz 1
80335 München

T: 0049/89/59 00-01

www.br.de

Walter Greifenstein
Commissioning editor
walter.greifenstein@br.de

Hubert von Spreti
Executive commissioning editor
hubert.vonspreti@br.de

GERMANY



HR – HESSISCHER RUNDFUNK

Anstalt des öffentlichen Rechts
Bertramstr. 8
60320 Frankfurt

069 / 155-1

www.hr-online.de

The HR is a public broadcaster based in Frankfurt. Belonging to the ARD-consortium of public broadcasting stations, the hr contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes.

Liane Jessen
**Executive area television play and
feature films**
Liane.Jessen@hr.de
0049 69 / 155-2357

Jörg Himstedt
Commissioning Editor
Joerg.Himstedt@hr.de
+49 69 1552552

GERMANY



KIKA

Der Kinderkanal von ARD und ZDF
Gothaer Straße 36
99094 Erfurt

www.kika.de

Childrens television channel operated jointly by ARD network and ZDF, series, feature films, magazines, documentaries, news and current affairs programs, specialties and programming days dedicated to topical issues, in-house productions, live broadcasts, numerous first broadcasts, as well as classics of children's programs produced by ARD and ZDF. Offering a large variety of high-quality, target-group-oriented programs free from commercials, for children aged three to thirteen.

Sebastian Debertin
Head of Fiction, Acquisition & Co-production
sebastian.debertin@kika.de
0361/2181869

Stefan Pfäffle
Deputy Head of Fiction, Acquisition & Co-production
stefan.pfaeffle@kika.de
0361/2181742



MDR - MITTELDEUTSCHER RUNDFUNK

Kantstr. 71-73
04275 Leipzig

www.mdr.de

The MDR is a public, terrestrial broadcaster based in Leipzig. Belonging to the ARD-consortium of public broadcasting stations, the rbb contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes for Saxony, Saxony-Anhalt and Thuringia.

Martina Faust
Film Acquisitions
Martina.Faust@mdr.de

Jana Brandt
Head of Films
jana.brandt@mdr.de
+49 341 30 0 7815



NDR – NORDDEUTSCHER RUNDFUNK

Hugh-Greene-Weg 1
22529 Hamburg

T: 0049/40/41 56-0
F: 0049/40/44 76 02
ndr@ndr.de

NDR Fernsehen – Information and Entertainment from the North. Regional full programme with a clear Northern German emphasis. Belonging to the ARD-consortium of public broadcasting stations.

www.ndr.de/home/index.html

Christian Granderath
Head of Film and Series
c.granderath@ndr.de
+49-221- 9258 230

Karen Matthiesen
CE TV movie and feature film
k.matthiesen@ndr.de
+49 40 4156 5793

GERMANY



PROSIEBEN/SAT.1 TV DEUTSCHLAND GMBH

ProSieben Television GmbH & SAT.1
Satelliten Fernsehen GmbH
Medienallee 7
85774 Unterföhring

www.ProsiebenSat1.com

ProSiebenSat.1 TV Deutschland GmbH combines the German private free-TV channels: SAT.1, ProSieben, kabel eins, six, SAT.1 Gold and ProSieben MAXX. ProSiebenSat.1 TV Deutschland GmbH is part of the ProSiebenSat.1 Group, one of Europe's leading media groups with 26 Free-TV, 24 Pay-TV and 22 Radion networks in 13 countries.

Rüdiger Böss
Senior VP Group Programming
Acquisitions
ruediger.boess@prosiebensat1.com
+49(0)89-9507-1226

Michael Miesbach
Senior Manager Group Programming
Acquisitions Commissioning Editor
michael.miesbach@prosiebensat1.com
+49(0)89-9507-1225

Jochen Ketschau
Senior VP German Fiction &
Coproduction
Jochen.Ketschau@prosiebensat1.com
+49-89-95072351

Wolfgang Oppenrieder
Commissioning Editor German
Fiction
Wolfgang.Oppenrieder@prosiebensat1.com
+49-89-95071243

Angeli Agethen
Senior Manager Group Programming
Acquisitions
angeli.agethen@prosiebensat1.com
+49(0)89-9507-1235

Sigrid Egger
Senior Manager Group Programming
Acquisitions Commissioning Editor
sigrid.egger@prosiebensat1.com
+49(0)89-9507-1236

Birgit Brandes
Commissioning Editor German
Fiction
Birgit.Brandes@prosiebensat1.com
+49-89-95071346

Patrick N. Simon
Commissioning Editor Fiction
Patrick.Simon@prosiebensat1.com
+49-89-95072353

GERMANY



Thomas Biehl
Commissioning Editor German
Fiction + Coproduction
Thomas.Biehl@prosiebensat1.com
+049-89-95072343



RBB - RUNDFUNK BERLIN-BRANDENBURG

located in Berlin:
Masurenallee 8-14,
14057 Berlin

located in Babelsberg:
Marlene Dietrich-Allee 20, 14482 Potsdam

www.rbb-online.de

Cooky Ziesche
**Commissioning Editor – Head of
Film/Cinema/Coproduction and
University Projects**
Cooky.ziesche@rbb-online.de
+49.30.979 93 24 100

The rbb is a public, terrestrial broadcaster based in Berlin and Potsdam. Belonging to the ARD-consortium of public broadcasting stations, the rbb contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes. The rbb Drama Department commissions tv-movies as well as series, serials, debuts and feature films.



RTL TELEVISION GMBH

Picassoplatz1
D-50679 Köln

[www.rtl-television.de](http://www rtl-television de)
[www.rtl.de](http://www rtl de)

RTL Television is Germanys leading private broadcaster among young viewers (14 to 49 years) and the general public alike. RTL features a strong line-up with highlights in all genres including big entertainment, factual entertainment formats, popular US series, the most popular german daily soap "Gute Zeiten, schlechte Zeiten" (Good Times, Bad Times), fiction formats like the action series „Alarm für Cobra 11“, comedy shows, news programmes like „RTL Aktuell“ and live sporting events such as the Formula 1. RTL Television is part of the The Media Group RTL Germany (RTL, RTL 2, VOX, SuperRTL, n-tv, RTL Nitro), one of the leading media companies in Germany.

Philipp Steffens
Head of Fiction
philipp.steffens@rtl.de

Tom Beyer
Executive Acquisitions Manager
Feature Films
tom.beyer@mediengruppe-rtl.de
+49 221-456-72501

GERMANY



SAARLÄNDISCHER RUNDFUNK

Saarländer Rundfunk (Saarland Broadcasting - SR) is a public radio and television broadcaster for the German Bundesland (State) of Saarland, with its headquarters in the Broadcasting House Halberg in Saarbrücken. SR is a member of the ARD consortium.

Funkhaus Halberg
66100 Saarbrücken

T: 0049/681/6 02-0
F: 0049/681/6 02-38 74
info@sr-online.de

www.sr-online.de

Lutz Semmelrogge
Head of Programm

GERMANY



SKY DEUTSCHLAND FERNSEHEN GMBH & CO. KG

Medienallee 26
85774 Unterföhring

+49 89 995802
+49 89 99586239
info@sky.de

www.sky.de

Rainer Ingber
Head of Film Acquisition

Sky Deutschland is the leading provider of Pay-TV in Germany and Austria. The company offers subscription-based TV as well as on-demand-services to private and business customers with over 70 exclusive TV channels – mostly in HD quality. The Sky platform offers live sport, feature films, series, children programs and documentaries.



SWR **SÜDWESTDEUTSCHER** **RUNDFUNK**

Funkhaus Stuttgart
Neckarstraße 230
70190 Stuttgart

T: 0711/ 929-0
F: 0711/ 929-12600
info@swr.de

www.swr.de

Martina Zöllner
Head of Film and Culture

SWR is a regional public broadcasting corporation serving the southwest of Germany. The corporation has main offices in three cities: Stuttgart, Baden-Baden and Mainz. It is a part of the ARD consortium. It broadcasts on two television channels and six radio channels, with its main television and radio office in Baden-Baden and regional offices in Stuttgart and Mainz. It is (after WDR) the second largest broadcasting organization in Germany. SWR, with a coverage of 55,600 km², and an audience reach estimated to be 14.7 million. SWR employs 3,700 people in its various offices and facilities.



TELE 5

Bavariafilmplatz 7
82031 Grünwald

www.tele5.de

TELE 5 is a national Free-TV channel that addresses all viewers with a broad fictional programming of feature films, series and docu-fiction. As a subsidiary of the Tele Munich Group (TMG), TELE 5 has access to their programme catalogue with German - speakingTV rights to more than 5000 feature films, TV movies and mini-series. Additional acquisitions from major studios and independent distributors complement the versatile movie- and series programme.

Thomas Friedl
Director of Programming
thomas.friedl@tele5.de

Renate Müller
**Programming department feature
films**
Renate.mueller@tele5.de
+49 89/64 9568-207



VOX TELEVISION

Picasso-Platz 1
50679 Köln

www.vox.de

VOX belongs to the RTL-network and doesn't broadcast its own motion picture productions. RTL is also the purchaser for VOX motion picture.

Sophia Dauber
**Commissioning Editor Feature Film
and TV Series Department**
sophia.dauber@vox.de
+49 221-456-83403

Patricia Marras
**Commissioning Editor Feature Film
and TV Series Department**
patricia.marras@vox.de
+49 221-456-83402

GERMANY



WDR – WESTDEUTSCHER RUNDFUNK

Appellhofplatz 1
50667 Köln

www.wdr.de

The WDR is a public broadcaster based in Cologne. Belonging to the ARD-consortium of public broadcasting stations, the WDR contributes to the output of the national tv-channel "Das Erste" and also produces regional television programmes. The WDR Drama Department commissions tv-movies as well as series, serials, debuts and feature films.

Dr. Götz Schmedes
Commissioning Editor
goetz.schmedes@wdr.de
0049 (0)221 - 220 42565

GERMANY



GREECE

After the sudden closure of the television services of the Greek public service broadcaster, that brought a shock on national and European level, in July 2013, a New Greek Radio, Internet and Television Act was passed by the Greek Parliament to establish a new public service broadcaster. The new company, called NERIT, finally launched in May 2014.

New legislation was passed in 2012 that amended the previous legal framework for digital broadcasting and digital communications. In particular it addressed the licensing of DTT, and the framework and strategy for implementation of DTT. The separation of content providers and technical multiplex operators was officially established. Content providers will be licensed by the National Council of Radio and Television. Digital frequencies used by multiplex operators will be allocated through auctions conducted by the telecommunications regulatory authority (Hellenic Communications and Post Commission).

As far as ratings are concerned, the private channels dominate the television market. MEGA remains the most important channel with a daily audience market share of 21.5% in 2012. ANT1 is the second most popular channel with a 16.8% audience share, followed by Alpha TV and Star, with shares of 12% and 10.8% respectively. (Audience data source : Eurodata TV Worldwide / AGB Nielsen Media Research)

The pay-TV market is largely dominated by the Nova satellite package of Multichoice Hellas (Forthnet SA). The Nova satellite package had 330 000 subscribers in the second quarter of 2012. A new player entered the satellite pay-TV market in 2011 with the launch of the OTE TV package by the incumbent telecommunications operator Hellenic Telecommunications (OTE). This company, which has a 54% stake in the Romanian incumbent operator Romtelecom, turned down the Romanian government's proposal in spring 2011 for it to acquire the remaining 46%. OTE has itself been partly privatised with Deutsche Telekom now holding 40% of the capital. OTE also sold its shares in the Serbian telecommunications operator Telekom Srbija in early 2012. ADSL television (IPTV) services have also been developing since 2007. There are three main platforms: Hellas online with Hol TV; OTE with OTE TV via Conn-x and On Telecoms with On TV. OTE claimed to have 100 000 satellite and 80 000 IPTV subscribers in 2013.



HELLENIC PARLIAMENT TV

Amalias Av. 14
Athens 105 57
Greece

T: +30 210 3735320

www.parliament.gr/Enimerosi/Vouli-Tileorasi/Contact

Aris Fatouros
Director of Program
arisfatouros@parliament.gr

Panos Kouanis
Head of Acquisition
kouanis@parliament.gr



ALPHA SATELLITE TELEVISION SA

40th km Attiki Ave.S.E.A.
Mesogion, 190 02 Peania
Greece

T: +30 212 212 4000
F: +30 212 212 4356

www.alphatv.gr

Johnny Kalimeris
General Manager
j.kalimeris@alphatv.gr

Maria Makri
Foreign Program Manager
m.makri@alphatv.gr

Dimitra Kostopoulou
Head of Greek Fiction
d.kostopoulou@alphatv.gr

Kostas Sousoulas
MD Plus Productions
k.sousoulas@plusproductions.gr

George Pofantis
Director of Programming
g.pofantis@alphatv.gr

GREECE

Alpha is a family-oriented station. It focuses on light entertainment and live programming as well as news and informative shows. It reaches its audience through various consumer touch points and platforms: free-to-air, online and mobile, engaging its viewers in multiple ways. It also has its own studios for in-house productions and its programs are transmitted to Australia (UBI), the US (Dish).



MEGA CHANNEL

Roussou 4 & Mesogion
11526, Athens
Greece

T: +30 210 6903000
F: +30 210 6983600

www.megatv.com

Loizos Xenopoulos
Director of Program
loizos.xenopoulos@megatv.com

Mega Channel was the first TV station to be established in Greece (1989) on the basis of the legal framework that permitted the formation of private television stations. During its years of operation, has attained a high position in the public's preference. Mega's programming consists mainly of Greek programs such as comedies, dramas, news, current affairs and entertainment shows.



SKAI TV

Ethnarhou Makariou & Falireos 2
18 547 N. Faliro
Greece

T: +30 210 4800000
F: +30 210 4800041

www.skai.gr/tv/

Alkisti Maragoudaki
Director of Program
amaragoudaki@skai.gr

Skai TV is a television network part of the Skai Group. It was relaunched in its present form on 1 April 2006 in Athens metropolitan area, and gradually spread its coverage nationwide. Besides analogue terrestrial transmission, it is available on the subscription-based encrypted services of Nova and OTE TV. Skai TV is also a member of Digea, a consortium of private television networks introducing digital terrestrial transmission in Greece. Skai TV airs a diverse programming mix with a focus on entertainment and information.



MAD TV

Mad TV is one of the most recognizable music channels in Greece part of the largest organization of Mad Music & Media Services which manages and operates on a daily basis four television channels (Mad Greekz / Nova, Mad Cyprus / Cyprus, Mad AI / Albania, Mad lits / OTE TV), one radio station (106.2 Mad Radio) and one internet site.

Ethnikis Antistaseos 253 & Kapodistriou
15351 Pallini
Greece

T: +30-210-6665669
F: +30-210-6665812

<http://mad.tv/mad-tv-greece/>

Konstantinos Bourounis
Head of Programming
k.bourounis@mad.gr



NOVA TV

Proektasi Manis str.
15351 Pallini Kantza
Greece

T: +30 210 6602000
F: +30 210 6658824

www.nova.gr

Agapi Kefaloyanni
Senior Program Manager
akefalog@forthnet.gr

Nova TV is the first digital, satellite TV platform in Greece activated in the field of pay TV. Part of Forthnet Group which is the largest privately owned group that provides broadband and pay TV services in Greece. Forthnet Group is constantly devoted to the development of pioneering proposals for the provision of integrated and inexpensive communication and entertainment services to the Greek family.



MTV GREECE

Apostolou Pavlou 4
151 23 Marousi Athens
Greece

T:+30 2106871000
F:+30 2106871001
programming@mtvgreece.tv

www.mtvgreece.gr

MTV Greece, began September 1, 2008 and is the Greek version of MTV. It broadcasts mainly foreign and Greek pop, rock, dance and hip hop music, shows of MTV international as: Pimp My Ride, Disaster Date, Made, Room Raiders, Death Valley and greek productions as: Movies & Stars, HitList Hellas, Everyday Girls, MTV News, Your Noise Daily, City Life, Game On and Live @ Your Place.



ANT1

10-12 Kifisia Ave.
15125 Marousi
Athens Greece

T:+30 210 6886100

<http://www.antenna.gr/tv/>

Giannis Latsios
General Director of Programs
latsios@antenna.g

Nick Pawsey
Head of Group Acquisitions
pawseyn@antenna.gr

Alex Theodori
Head of Acquisitions
theodoria@antenna.gr

Chrissa Masourou
Head of Programming
masourouc@antenna.gr



STAR CHANNEL

36 Viltanioti st.
14564 Kifisia Athens
Greece

T: +30 211 1891000, 211 1892000

www.star.gr

Star Channel was founded in 1993 and has more than 100 privately owned broadcasting centers covering 95% of the population. It has gone in the minds of viewers as "the TV station with the best foreign films and series", a fact which has been repeatedly awarded in various television awards. Generally, the program is aimed primarily at viewers aged 15-44 years. Its aim is to further strengthen its position in the television horizon, with equal emphasis on the information and the entertainment sector.

Nathalie Woodfield
Director of Program
nwoodfield@star.gr

Koralia Georgakopoulou
Head of Greek Programming
kgeorgakopoulou@star.gr

Gina Dimitriadi
Head of International Content
gdimitriadi@star.gr

Thaleia Psycha
Program Coordinator
tpsycha@star.gr



NERIT

Mesogion 432,
Agia Paraskevi
Athens
Greece

T: +30 210 6066000

<http://webtv.nerit.gr/>

Nerit is a public service broadcasting corporation. Financed by license fee and advertising, it has national coverage and is broadcasting in Greek. The tv channels are complementary and the programming offers news, current affairs, documentaries, art programs, drama, sports, entertainment and educational programs.



OTE TV

OTE TV is a satellite and IPTV Pay TV service, being a business unit of the Hellenic Telecommunications Organization (OTE), the largest telecommunications provider in the Greek market. Among a portfolio of over 80 channels, OTE TV offers 3 OTE Cinema channels: OTE Cinema 1 HD, OTE Cinema 2 and OTE Cinema 3.

Kifisia Av. 99
151 24 Marousi
Athens Greece

T: +30 21 0611 1000

www.otetv.gr

Dimitris Michalakis
Business Unit Director

Alex Christoyiannis,
Cinema & Thematic Channel Deputy
Director
achristoyiannis@ote.gr
+30 2106115180

Greg Cokinakis,
Cinema Channel & VOD Section
Manager
gkokkinakis@ote.gr
+30 2106116113



HUNGARY

The Hungarian market is dominated by the two private channels: RTL Klub (RTL Group) and TV2 (formerly ProsiebenSat1, sold in early 2014), who continue to have the biggest audience market shares. RTL Klub remained the market leader in 2012 with 17.9% (down from 26% in 2007) while TV2 had 15.8% (down from 23% in 2007). During primetime RTL Klub has a share of 29.3% while TV2 has a share of 20.8%. The public channels M1 and M2 had a combined market share in 2012 of 13.3% (an increase in share compared with 2011).

(Audience data source: Eurodata TV Worldwide / AGB Nielsen Media Research Hungary)

Data from the National Media and Communications Authority of Hungary claimed that almost 67% of Hungarian households received digital television in September 2013. Cable services are available in approximately 52% of households at the end of 2012. The sector includes a large number of local and regional cable operators (more than 400) and a few larger operators (UPC Hungary, Fibernet, and T-Kabel). Approximately 14% of cable households were digital at the end of 2012. UPC had 629 300 subscribers at the end of September 2013, of which 57% were digital cable homes. In September 2009 T-Kabel, which was formerly owned by subsidiary companies of Magyar Telekom was officially merged with Magyar Telekom, and the company serves almost 200 000 homes (September 2013).

The Hungarian market includes five satellite services reaching approximately 990 000 homes. These include UPC (UPC Direct) which had 261 600 subscribers in September 2013, T-Home with 304 667 and Digi TV the market leader with approximately 400 000 subscribers. In addition a new service, Hello HD was launched in May 2008 (with approximately 40 000 subscribers in 2013). Magyar Telekom launched the T-Home package in 2008, and launched its Interactive Sat TV platform in 2011, which includes a range of interactive services including an Internet connection. This allows access to the UPC Videothek, also available to IPTV customers.

Hungary switched off analogue terrestrial transmission in October 2013, earlier than expected. Antenna Hungária was granted both licences for the free and pay DTT platforms in 2008. The free-to-air platform (Mindig TV) was launched in December 2008 followed by the pay DTT platform Mindig Extra (formerly Terra+) in May 2010. In October 2013 Antenna Hungária claimed that more than 350 000 homes were linked to Mindig TV. The pay service had almost 120 000 subscribers. The platform offers twelve free (including three versions of Euronews and HD services of the public channels) and twenty-four pay channels. The addition of new channels was made possible by the use of Multiplex B. Having previously been allocated for DVB-H services, Multiplex B became free after the cancellation of these services.



DUNA TELEVISION (DUNA / DUNA WORLD - MTVA)

Naphegy tér 8.
Budapest 1016

T: (+36 1) 759 5085
F: (+36 1) 759 5085
lidia.marton@mtva.hu

Station description to come?

dunatv.hu

Menyhért Dobos
CEO

HUNGARY



HUNGARIAN TELEVISION (M1 / M2 / M3 - MTVA)

Naphegy tér 8.
Budapest 1016

T: (+36 1) 759 5085
F: (+36 1) 759 5085
info@mtva.hu

mtv.hu

Balázs Medveczky
CEO

HUNGARY



RTL KLUB

Station description to come?

Nagytétényi út 29.
Budapest 1222

T: (+36 1) 382 8282
F: (+36 1) 382 8282
rtlklub@rtlklub.hu

rtlklub.hu

Dirk Gerkens
CEO

HUNGARY



TV2 GROUP (MTM-SBS)

Station description to come?

Róna u. 174.
Budapest 1145

T: (+36 1) 467 6400
F: (+36 1) 467 6500
tv2@tv2.hu

tv2.hu

Zsolt Simon
CEO

HUNGARY



ICELAND

The Icelandic TV market is dominated by three channels, which had a combined daily audience share of 94.6% in 2012: the public channel Sjónvarpið (RÚV-TV) had in 2012 a share of 56.3%, while the two major private channels, Stöð 2 (a pay-TV channel) and Skjár 1, had respectively shares of 29.1% and 9.1%. (Audience data source: Eurodata TV Worldwide / Capacent Iceland).

The Icelandic market has thirty channels, four of which broadcast nationally: the pay-TV channels Stöð 2 and Stöð 2 Sport and the free-to-air channels Sjónvarpið (public) and Skjár 1. They can be received by more than 90% of the population. Others, such as Althingi (the parliament channel), INN, N4, Omega, Stöð 2 Extra and the pay-TV channel Stöð 2 Bio reach between 50 and 90% of the population. In October 2013 Stöð 3, a new pay channel targeting the 20–35 age group, started broadcasting. After the launch of three new channels in August 2012 (Stöð 2 Krakkar, Stöð 2 Gull, Stöð 2 Popptíví) by 365 Íjósvakamiðlar ehf., a subsidiary of Dagsbrún hf, the company's total number of channels has increased to eleven (others include Stöð 2, Stöð 2 Sport, Stöð 2 Bíó, Stöð 2 Extra and their time-shifted versions). Skjár 1 is controlled by Síminn hf., the former national telecommunications operator Landssími Íslands hf, which was privatised in 2005.

Dagsbrún and Síminn, who own the main private Icelandic channels, are also the most important players on the pay-TV distribution market. Dagsbrún controls the digital terrestrial television platform and the IPTV service launched by Vodafone in 2007. Síminn operates the IPTV platform Sjonvarp Simans, which was launched in 2004.

On 15 April 2011 the Icelandic Parliament adopted a new media act, to implement the Audiovisual Media Services Directive and replace the 2000 broadcasting act, and the 1956 press act. It introduces an obligation for all media in Iceland to be registered with a new media authority, the Media Committee. In November 2012 the Minister of Education, Science and Culture appointed a Committee to propose amendments to the media law, with a focus on media coverage of elections. On February 2013 the Committee, taking into consideration some comments suggested by the OCSE in 2009, issued a report proposing several amendments regarding mostly political advertisement on opinion polls on the elections. The report and proposals were presented to the Minister of Education, Science and Culture and the Parliament, but no amendments had been approved by end 2013.



Both of these images are from *The Cliff (Hamarinn)*, 2009. Production Company: Pegasus.



RIKISUTVARPID, RUV

Efstaleiti 1,
103 Reykjavík
Iceland.

T: (+354) 515 3000
F: (+354) 515 3010
istv@ruv.is

www.ruv.is

Gudrun Helga Jonasdottir
Acquisition
gudrunhj@ruv.is
+354 515 3000

Skarphedinn Gudmundsson
Director of programming
skarpi@ruv.is

Rikisutvarpid, RUV, The Icelandic National Broadcasting Service, is a public service broadcaster owned by the Icelandic state. RUV is financed by state funding and revenues from advertisements. RUV's income can only be allocated for broadcasting purposes. RUV's television network reaches 99,9% of households; market share in viewing throughout 2010 was 51,7% for RUV TV. According to the Broadcasting Act the main obligation of RUV is to promote the Icelandic language and history as well as Iceland's cultural heritage.



ITC SKJARINN

Skipholt 31,
105 Reykjavik,
Iceland.

T: +354 595 6000

www.skjarinn.is

ITC Skjarinn is an independent media company which divides into four different media units. The cable service distributes over 60 foreign cable channels including DR1, Discovery, BBC World News and more. The VOD service offers the largest VOD service via IPTV in Iceland. Screen One is a pay TV channel financed by subscription fees and advertising revenue. Its main programming needs are scripted dramas and high quality entertainment content. Screen One also produces its own local programming. Screen One also produces its own local programming, both scripted and entertainment.

Palmi Gudmundsson
Head of Programming
palmi@skjarinn.is

Berglind Osk Kjartansdottir
Assistant to Head of Programming
berglind@skjarinn.is



STÖÐ 2 (CHANNEL 2)

Skaftahlid 24,
105 Reykjavík,
Iceland

T: +354 512 5000

www.stod2.is

Sævar Hreidarsson
**Director of programming and
acquisitions**
sævar@365.is

Stöð 2 (Channel 2) is an ad-supported subscription TV channel founded in 1986. On average 45% of Icelandic households subscribe to Stöð 2. Stöð 2 is a part of 365 Media, Iceland's leading media company. Stöð 2 offers a selection of the world's highest rated TV shows, award-winning series, latest Hollywood blockbuster features, the most popular local programming, scripted and non-scripted as well as daily local news and news related programming. As a brand Stöð 2 operates several other subscription channels including two sports channels and a movie channel.

IRELAND

In Ireland the national public service broadcaster continues to have a very important role in the market and RTÉ 1 and RTÉ 2, had a combined market share of 29.6% in 2012 (a 10% change from 2004). The private channel, TV3 had an 11.1% market share, and is now the second most popular channel. The other two national Irish broadcasters are the public service Irish language channel TG4, and the entertainment channel 3e (owned by TV3). British channels are still an important part of the media landscape and the five most popular are ranked in the following order: BBC1, UTV, BBC 2, Channel 4, and Sky 1 (with a combined share of 12.9% in 2012). One of the more notable effects of the financial crisis has been the closure of several local channels, in particular the City network which closed its channels in March 2012.

Digital Terrestrial Television was finally introduced in 2011 and switch-off completed in October 2012, following years of delay and set-backs (three different groups had handed back or refused to take the licence). The multiplexes of the PSB RTÉ with the service "Saorview" was launched in May 2011. The public service broadcaster has also launched additional digital channels. The total offer now includes the channels RTÉ 1, RTÉ 2, TV3, 3e, TG4, RTÉ News Now and new services RTÉjr (children), RTÉ One +1, RTÉ Aertel Digital (teletext), and a trial HD service. In addition to "Saorview", a complementary satellite service "Saorsat" was launched in May 2012 in order to ensure full coverage of the population with the basic DTT channels. In August 2013, news reports suggested that there may be plans to revive the idea of having a commercial multiplex in Ireland. Following a report commissioned by the BAI and published in January 2014, it seems unlikely that this will happen.

According to data from ComReg in May 2013, 97.7% of Irish TV households received digital television (an increase from 76.8% one year before based on the switch-off of analogue terrestrial television in October 2012). By May 2013 almost 12% of TV households were

receiving DTT services. Pay-TV households had reached 71% divided between satellite and cable/MMDS. Of this the UK satellite packager BSkyB has approximately 600 000 Irish subscribers. The success of this package owes much to the lack of a DTT service before 2011 with no alternative for reception of digital television (and/or pay-TV) outside of the main cities and towns.

The cable market is controlled by one operator, UPC Ireland (Liberty Global). Liberty Global's quarterly report claimed a total of 410,400 cable customers in June 2013. More than 86% are digital cable customers. UPC Ireland launched an on-demand service in May 2012 and by January 2013 they claimed to have had 12.5 million video views. The video on demand service Netflix also announced in August 2013 that it had a subscriber base of 150,000 in Ireland.

There are two operators providing IPTV services (Magnet Networks and Eircom who launched a service in 2013) but take-up is only about 2% of households.

The Government announced plans in February 2012 to change the method for collection of the public service broadcasting fee in Ireland, and to move from a licence fee to a household fee. The rationale is the convergence in technology implying that public service broadcasting and content is available to everyone on a range of platforms and devices and is no longer dependent on the ownership of a television.

The Broadcasting Authority of Ireland (BAI) published a new Code of Fairness, Objectivity and Impartiality in News and Current Affairs. Among other issues, the code includes a new rule that requires broadcasters to put in place appropriate policies and procedures for handling contributions to news and current affairs programmes via social media. In June 2013, the regulator also published revised versions of its General and Childrens Commercial Communications Codes.



Trivia, 2010 – Production Company: Grand Pictures. Developed with the support of the MEDIA Slate Funding scheme.



RTÉ

Raidió Teilifís Éireann, (*Radio [and] Television of Ireland*; abbreviated as RTÉ) is a semi-state organization and the public service broadcaster of Ireland. It both produces programmes and broadcasts them on television, radio and the internet. RTÉ operates two free-to-air television channels, RTÉ One and RTÉ Two. RTÉ One is the main channel providing a comprehensive range of home-produced Irish factual, entertainment, drama and lifestyle programming, which is complemented by selected acquired material. RTÉ Two is a mixed-genre channel appealing to a variety of audiences across the schedule. During daytime its primary focus is children and sports; in the evening it targets viewers of a young mindset with innovative drama, entertainment and key acquisitions.

Donnybrook
Dublin 4
Ireland

T: +353 1 208 3111
F: +353 1 208 3080
info@rte.ie

Jane Gogan
Commissioning Editor, Drama
drama@rte.ie

Dermot Horan
**Director of Broadcasting &
Acquisitions**
dermot.horan@rte.ie

IRELAND



TG4

TG4 (Irish: TG Ceathair or TG a Ceathair) is a public service broadcaster for Irish-language speakers. The channel has been on-air since October 31, 1996 in the Republic of Ireland and since April 2005 in Northern Ireland. The daily Irish language programme schedule is its core service: seven hours of programming in Irish supported by a wide range of material in other languages such as French and English.

Baile na hAbhann
Co. Galway
Ireland

T: +353 91 505050
F: +353 91 505021

www.tg4.ie

Mícheál Ó Meallaigh
Senior Commissioning Editor
micheal.o.meallaigh@tg4.ie

Proinsias Ní Ghráinne
Commissioning Editor
proinsias.ni.ghrainne@tg4.ie

Lís Ní Dhálaigh
Acquisitions & Output Director
lis.ni.dhalaigh@tg4.ie

Deirbhile Ní Churraighín
Acquisitions Executive
deirbhile.ni.churraighin@tg4.ie

Máire Ní Chonlán
Commissioning Editor
maire.ni.chonlain@tg4.ie

IRELAND



TV3

TV3 is a commercial free-to-air television broadcaster in the Republic of Ireland and Northern Ireland which launched on September 20, 1998. It was the country's first independent commercial broadcaster. TV3 is operated by the TV3 Group which also consists of television channel 3e and the online service tv3.ie

Westgate Business Park
Ballymount
Dublin 24

T: +353 1 4193333
info@tv3.ie

Jeff Ford
Director of Content
jeff.ford@tv3.ie



ITALY

Apart from the continuous trend of audience shares decrease, the Italian market is still highly concentrated between the two main operators: the public service broadcaster RAI and the private group Mediaset, which hold together 87.2% of the market share of free to air television, which represents a unique situation in Europe. A third pole, even if much smaller, could be represented by the two channels La7 and La7D, previously owned by TI Media (A Telecom Italia company), and since 2013 by Cairo Communication Group, through its new company La7 s.r.l.. LaEFFE is also a recent private TV channel owned by the publisher Feltrinelli Group and it distributes on the digital terrestrial channel and through satellite.

Regarding distribution, Italy is a country historically characterised by the predominance of the reception of terrestrial transmissions with a 84.4% of the audience share. The analogue switch-off throughout the country was completed on 4 July 2012. The DTT network is made up of fifteen multiplexes offering a large number of free and paid channels, including over forty free-to-air channels and some fifty paid channels. These are higher figures than those of other European markets. In addition to the national channels, more than 200 stations were available free of charge in the first semester of 2013.

Two national pay-tv platforms and several other regional platforms coexist in Italy. The national ones are the digital terrestrial platform Mediaset Premium (Mediaset group) and the satellite TV Sky Italia operated by 21st Century Fox that through its subsidiaries Sky Italia and Fox Italia, operates more than 90 channels in Italy, 25 of which target other countries.



Dieci Inverni, 2009 – Production Company: Raicinema

ITALY



RAI

Rai 1 is the flagship television station of RAI, Italy's national public service broadcaster, and the most watched television channel in the country. Rai 2 is one of the three main television channels broadcast by Italian public television company RAI alongside with Rai 1 and Rai 3. Rai 3 is the third channel of Rai and it offers many public service programmes. Rai Movie, launched in 2003 as RaiSat Cinema World and re-badged in 2006 as RaiSat Cinema, on May 18, 2010 the channel has been re-launched as Rai Movie. It broadcasts mostly Italian films, interviews, backstages and documentaries. Rai 4 is an entertainment television channel, programming includes films, TV series and cartoons. Rai 5 has replaced Rai Extra. It broadcasts programs about art, fashion, dance, opera, theatre, cuisine, travel, documentary films and TV Drama..

Piazza Adriana, 12
00193 Roma
Italy

T: 0039 06 684701

www.raicinema.it

Guido Pugnetti
Head of acquisitions
guido.pugnetti@raicinema.it

Marina Chiaravalle
Buyer
marina.chiaravalle@raicinema.it

Cesare Genolini
Buyer
cesare.genolini@raicinema.it

ITALY



MEDIASET

Canale 5 is a classic generalist channel, aimed at the mass family audience. Italia 1 is the Mediaset Group's youngest channel, paying particular attention to the tastes of its audience. Retequattro: offers programmes of traditional shows, much appreciated by women viewers, with programmes aimed at a male audience. Mediaset Italia 2 is a channel dedicated to younger male viewers: TV series, sitcoms, cult cartoons and sports and music programmes. Mediaset Extra is a new thematic channel that offers a selection of archive and current entertainment programmes from the Mediaset network. La5 is the free digital terrestrial channel that offers scheduling dedicated to a modern feminine audience. Iris is a thematic channel dedicated to quality films, although it also broadcast programmes about cinema news, film stars and the most important film festivals

Via Aurelia Antica 422
00165 Roma

T: 0039 06 66390566
F: 0039 06 6639 0650
internationalsales@mediaset.it

www.mediasetdistribution.com

Clare McArdle
International Sales Manager
Clare.mcardle@mediaset.it

Zelda Stewart
Head of Acquisitions Mediaset

Giorgio Giovetti
Head Of Sales Department
giorgio.giovetti@mediaset.it

Manuela Caputi
International Sales Manager
Manuela.caputi@mediaset.it



SKY ITALIA SRL

Via Monte Penice 7
20138 Milano
Italy

T: +39 02 308017269

www.sky.it

Giovanna Milone
Buyer
giovanna.milone@skytv.it
+39 02 308012266

Luca Pelusi
Buyer
luca.pelusi@skytv.it
+39 02 308017510

Sky Italia S.r.l. is an Italian digital satellite television platform owned by News Corporation launched on 1st August 2003, when the former platforms Tele+ (Canal+) and Stream TV (News Corporation and Telecom Italia) merged together. It is similar in many ways to BSkyB's Sky Digital in the United Kingdom and Ireland, and like that network it is a major sports broadcaster



LA7 S.R.L.

La7 and La7d are private television channels and they are owned by Cairo Communications. Their programmes are typically oriented to information, films, entertainment and sport.

Via della Pineta Sacchetti 229,
00168
Roma

T: +39 0635584228

www.la7.it

Francesco Valle
Acquisition Executive



LA EFFE TV

La EffeTv is a media company of Gruppo Feltrinelli. The show schedule is characterized by information, culture and entertainment, among which Cinema and TV Series.

Via Andegari, 6
20121 Milano

T: +39 02 725 721

www.laeffe.tv

Riccardo Chiattelli
Head of Content and Communication
riccardo.chiattelli@feltrinelli.it

ITALY



LATVIA

In 2012 a merger took place between the main commercial private broadcasters when the Swedish group MTG (Modern Times Group), owners of TV3 Latvia, took over the LNT group companies. The audience share data show that the market is still dominated by the two private channels LNT and TV3, the former now has an 11.1 % market share down from 20% in 2006. TV3 is the new market leader with 13.8% and the Russian-language channel PBK is third with 10.3%. The Latvian public service broadcaster LTV has a weaker position, with 9.2% for LTV1 and 4.1% for LTV7. (Audience data source: Eurodata TV Worldwide / TNS Latvia / Kantar Media (TV Meters Survey). The distribution of television services is dominated by the cable operators, which supply about 40% of households. The two main providers are Baltcom and Izzi, who merged during September 2013, when AXA Private Equity, the company owning Baltcom, acquired the control of Izzi. They claimed that the two companies will keep operating as separate legal entities. The incumbent operator Lattelecom, 51% owned by the Latvian state and, indirectly, 49% owned by Sweden's TeliaSonera group, is present in the other distribution market segments. The company markets the country's main IPTV platform and operates the only digital terrestrial television platform (230 000 subscribers at the end of 2011). DTT was launched in Latvia in 2009 and, after a brief transition period, analogue terrestrial transmissions were switched off in June 2010. The investigation opened by the Latvian competition authority against Lattelecom in March 2010 for abuse of its dominant position on the pay-TV market was discontinued in September 2011.



Piano Player, dir. Ilona Bruver, Kinolats, 2014

LATVIA



LATVIAN TELEVISION (LTV)

Public Ltd Latvian Television
Zakusala Embankment 3
Riga LV1059
Latvia

www.ltv.lv

Latvian Television (LTV1 and LTV7) is a public service broadcaster, established in 1954, a member of the EBU since 1993. 60% of its funding is directly allocated by the government, while the rest must be earned by commercial activity. LTV1 is a generalist public channel, with mainly in-house productions, content commissioned from the independent sector in Latvia, as well as acquired content of European origin. The in-house drama production has been limited in the previous years, but has currently become a strategic priority. In 2014 LTV1 acquired its first-ever drama series format to be launched in 2015. LTV7 aims to provide innovative content to younger audiences, focusing on factual entertainment and documentaries, as well as sports.

Anna Rozenvalde
Head of Acquisitions
anna.rozenvalde@ltv.lv
+371 6720 0812

Elita Kornilova
Content Manager
elita.kornilova@ltv.lv
+371 6720 0336



LITHUANIA

Audience market shares of private channels have been falling again in 2012 (59% in 2008 compared to 49% in 2012). Despite a drop of more than 4%, the private channel TV3 (Swedish group MTG) continued to lead the Lithuanian market in 2012 with a daily audience market share of 16.6%, ahead of LNK (MG Baltic Group), at 16.6%. LRT, the main channel of public service broadcaster LRT, was in third position dropping below 10% for the first time (9.9%). After these, there is only one channel with a share above 5%: BTV (Achemos Group). (Audience data source: Eurodata TV Worldwide / TNS LT).

The market is dominated by the cable operators (and MMDS providers), of which there were 41 at the end of 2012 according to figures from the communications regulatory authority RRT. There were 3 operators less than in 2011 which is due to a consolidation process in the cable market. The takeover of CGates (which belonged to the Swedish group Tele2) by the cable operator Viginta (VDNET) was authorised by the competition authority in February 2011. The merger created the country's second largest cable operator under the brand name CGates. In September 2011 CGates also signed a deal to acquire Mikrovisatos TV. In May 2012 telecommunications group Init announced a merger of its pay-TV operators Init, Vinita, Palsatas and Teletronika to a single Init company.

However, the cable networks, which still have a low digitisation rate, are facing competition from other digital platforms. These include the Viasat satellite package and various IPTV services. The IPTV market is particularly dynamic in terms of subscription numbers with an increase of 22,7% in 2012. Despite the growth in the number of operators to a total of 9 in 2012 (2 more than in 2011), the IPTV sector is dominated by Teo LT (68% owned by Sweden's TeliaSonera group). Its Interactive GALA package recorded 103 000 subscribers in October 2013.

Teo LT also operates Digital GALA, the country's main pay-DTT platform (with 68 000 subscribers in October 2013). Nine years after the introduction of free-to-air DTT channels, analogue terrestrial transmissions were switched off on 29 October 2012.

On 1 January 2013 the Amendment of Article 47 of the Act on Provision of Information to the public came into force. The new provisions change the principles of the formation of the Radio and Television Commission LRTK, define the requirements for the members, the rules for their designation and recall, and determine the LRTK's financing.



LIETUVOS NACIONALINIS RADIJAS IR TELEVIZIJA

S. Konarskio St. 49,
LT-03123,
Vilnius

T: +370 5 236 3209
lrt@lrt.lt

www.lrt.lt

Lithuanian national radio and television. Channels: LRT televizija, LRT Kultūra, LRT Lituanica, LRT HD.



TELE-3

Channels: TV3, TV6, TV8

Kalvarijų St. 135,
LT-08221 Vilnius

T: +370 5 203 0102
info@tv3.lt

www.tv3.lt

LITHUANIA



LAISVAS IR NEPRIKLAUSOMAS KANALAS

Šeškinės St. 20,
LT-07156 Vilnius

T: +370 5 243 1058
info@lnk.lt

www.lnk.lt

Free and independent channel. Channels: LNK, BTV, TV1, Liuks!, Info TV



BALTICUM TV

Channels: Balticum TV, Balticum Auksinis

Taikos Av. 101,
LT-94198 Klaipėda

T: +370 46 390 700
info@balticum-tv.lt

www.balticumtelevizija.lt

LITHUANIA



LIETUVOS RYTO TELEVIZIJA (LIETUVOS RYTAS TV)

Gedimino Av. 12A,
LT-01103, Vilnius

T: +370 5 274 3718
tv@lrytas.lt

tv.lrytas.lt

Channels: Lietuvos Ryto TV

LITHUANIA



LUXEMBOURG

Luxembourg has long had an official policy of welcoming pan-European companies. It is home, for example, to SES Global – the world's leading satellite operator thanks to its Astra system, the RTL Group, Europe's leading audiovisual group, and M7, the satellite platform that distributes channel packages. In the field of on-demand audiovisual services, Luxembourg acts as a host country for the provision of cross-border services and is home the iTunes Store (Apple) and other services. Microsoft's Xbox Live is also based in Luxembourg but is considered a distribution platform by the authorities and not an on-demand audiovisual service.

The law on the creation of the public service body Autorité luxembourgeoise indépendante de l'audiovisuel (Luxembourg Independent Audiovisual Authority – ALIA) was formally adopted on 27 August 2013 and entered into force on 1 December 2013. It reforms Luxembourg's regulatory bodies by replacing most of the former authorities by a single competent authority.

The audience share of RTL Lëtzebuerg in 2012 was 35.4% between 7 and 8 pm but continued to decline during the daytime. According to the 2012 Plurimedia Survey conducted by TNS Ilres, RTL Tele Lëtzebuerg reached 114 800 viewers (or 26.1% of the population), while the channel Den zten RTL reached 9000 (2%). CLT-UFA operates Luxembourg's digital terrestrial platform, which provides access to 13 channels, eleven of which are controlled by the RTL Group. The two independent channels are Luxe TV and Air TV, a new general entertainment channel launched in February 2011.

Cable, which supplies nearly two-thirds of households, dominates in Luxembourg. Most of the fifty or so operators identified in the country are local authorities or nonprofit associations. In 2013, only three companies were still operating in this sector. Eltrona dominates the market with the Imagin package, which had 115 000 subscribers at the end of 2010. Its main competitors are Sogel and Numericable, which was taken over in July 2011 by the Luxembourg based companies Deficom (60%) and Apax (40%). The telecommunications operator Entreprise des P&T, renamed Post Telecom, is a significant competitor in the pay-TV market, with its package, PostTV, which had signed up 22 000 subscribers by the end of 2011. The Belgian operator Belgacom has also gained a foothold on the market by setting up a subsidiary, Tango SA.



RTL TELÉ LËTZBUERG AND 2TEN RTL TELÉ LËTZBUERG

45, Boulevard Pierre Frieden
L-1543 Luxembourg
Luxembourg

T: (+352) 42 142-810

[www.rtl.lu](http://www rtl lu)

LUXEMBOURG



MALTA

Public Broadcasting Services Ltd. is an independent public service provider. It has two national TV channels - TVM and TVM2 – plus three national radio channels. These are all financed by advertising and a public service grant for specific programs of national interest. While TVM is the national broadcasting channel catering for all types of audiences, TVM2 is an informative and cultural channel with a strong documentary profile.

Both channels are broadcast free-to-air, on the cable system, on the digital aerial, and in HD format. PBS Ltd also operate the national HDTV platform which carries other national commercial and political TV stations..



PUBLIC BROADCASTING SERVICES LTD.

75, St. Luke's Road,
G'Mangia PTA 1022

T: 2291 3100

www.tvm.com.mt

Mr Reuben Zammit
Programs
rzammit@pbs.com.mt

Sales
mmicallef@pbs.com.mt
cfella@pbs.com.mt



NETHERLANDS

The most important players in the Dutch market are the public broadcasters, with the national channels NPO 1, NPO 2, NPO 3, and all the digital channels grouped together under the Ned 24 banner, as well as the RTL group, whose channels RTL 4, RTL 5, RTL 7, RTL 8 and RTL Lounge are transmitted under Luxembourg law. The third provider, SBS Broadcasting (NET 5, SBS 6 and Veronica), was sold by ProSiebenSat.1 Media AG in May 2011 to John de Mol's Talpa Media group, which is associated with the Finnish group Sanoma.

In 2010, the daily audience share of NPO 1 rose by 1.5%, thus enabling the channel to reach 21.5%, which was higher than the figure posted in 2008. Following the public channel in audience share terms are the private channels RTL4 and SBS6 with 14.4 and 10% respectively. Their market shares have actually risen in the past two years. The two other public channels (NPO 2 and NPO 3) each have a daily share of slightly under 7%, while the figure for the four private channels - NET 5, RTL 7, RTL 5 and Veronica - is between 3 and 5%. Eight other channels have a daily audience of between 1 and 2%. (Audience data source: Eurodata TV Worldwide / Stichting Kijkeronderzoek).

The Dutch public service broadcasting system is made up of some 20 national, 13 regional and 350 local broadcasters.



De Prooi, directed by Theu Boermans, produced by IDTV Drama & VARA - 2013



Hollands Hoop, directed by Dana Nechushtan, produced by Lemming Film, ARA, VPRO, NTR - 2014



AVROTROS

PO Box 2 1200
JA Hilversum
The Netherlands

T: +31 (0) 35 671 77 15
info@avrotros.nl

www.avrotros.nl

Simone van den Ende
Head of Arts&Culture and Drama
simone.vandenende@avrotros.nl

NETHERLANDS



BNN-VARA

Since the first of January 2014 BNN merged with broadcaster VARA, now they operate under the name BNN-VARA. Both parties keep their own name and target different audiences. BNN targets teenage and young adult audiences. It produces entertainment and informative television programs, radio programs, and feature films.

Omroepvereniging BNN-VARA
Postbus 175
1200 AD Hilversum

T : +31 (0)35 655 53 33 (BNN)
bnn-info@bnn.nl
T: + 31(0) 35 671 1911 (VARA)
publieksservice@vara.nl

www.bnn.nl
www.vara.nl

Mark Furstner
mark.furstner@bnn.nl
+31(0)35 655 5333

Robert Kievit
Media-directeur BNN-VARA
robert.kievit@bnnvara.nl



KRO-NCRV

Since the first of January 2014 KRO and NCRV and RKK merged. Now they operate under the name KRO-NRCV.

NCRV
Postbus 25000
1202 HB Hilversum
KRO
Postbus 200
1200 AE Hilversum

T: +31 (0)35 - 672 68 90 (NCRV)
T: +31 (0) 35 671 3911 (KRO)
infolijn@kro-ncrv.nl

www.kro-ncrv.nl

Brigitte Baake
Eindredactie



EO

EO is financed by the Dutch government. It transmits on Nederland 1, 2 and 3 which are national channels that transmit by cable and terrestrial network.

PO Box 21000
1213 AC Hilversum
The Netherlands

+31(0)35 647 4747
eo@eo.nl

www.eo.nl

Jacomien Nijhof
**Commissioning Editor Drama and
Innovation**
jacomien.nijhof@eo.nl

NETHERLANDS



HUMAN

PO Box 135
1200 AC Hilversum
The Netherlands

+31(0)35 672 2020
secretariaat@human.nl

www.human.nl

Kees Vlaanderen
Commissioning Editor Drama
kees.vlaanderen@human.nl



OMROEP MAX

Omroep MAX is a station broadcast in The Netherlands. MAX's programming focuses on people aged 50 years and older. MAX transmits on Nederland 1 and Nederland 2.

PO Box 518
1202 BA Hilversum
The Netherlands

+31(0)35 677 5409
info@omroepmax.nl

www.omroepmax.nl

Mascha van Erven
mascha.van.erven@omroepmax.nl

NETHERLANDS



NTR

NTR is the independent Dutch public service broadcaster specialising in information, education and culture. NTR's themes are based on the statutory duties of the three public service broadcasters which in 2010 merged into NTR: NPS, Teleac and RVU.

PO Box 29000
1217 GP Hilversum
The Netherlands

T: +31(0)88 100 3100
F: +31 (0)88 100 3138
publiek@nps.nl

www.ntr.nl

Marina Blok
Commissioning Editor Drama
marina.blok@ntr.nl

NETHERLANDS



VPRO

VPRO is one in the group of the 9 biggest broadcasting associations in the Netherlands. It is financed by license fees and advertising. There are 3 public channels in the Netherlands that transmit by free cable, free satellite, free terrestrial and free digital television. VPRO can be found on all 3 channels.

PO Box 11
1200 JC Hilversum
The Netherlands

T: +31(0)35 671 2911
F: +31(0)35 671 2100
info@vpro.nl

www.vpro.nl

Joost de Wolf
Commissioning Editor Drama
j.de.wolf@vpro.nl

NETHERLANDS



NORWAY

In Norway NRK remains the leading broadcasting group with a daily market share of 41% for their three public channels, NRK1 with 30.2%, is the most watched. The TV 2 group have five channels and a combined market share of 24.8%, TVNorge (ProSiebenSat.1 Media AG) trailing behind with 7.4% and TV3 (Modern Times Group) with 4.2%. (All figures from 2012)

TV3 (MTG), Viasat 4 (MTG) and The Voice TV (ProSiebenSat.1 Media AG) are established in the UK, requiring them to comply with the Audiovisual Media Services Directive (AVMSD) but not with specific provisions under Norwegian legislation, particularly in respect of programming and advertising.

Several new channels have emerged in the Norwegian market in the last years. Satellite TV distributor Viasat (MTG) has restructured its sports channels package, launching Viasat Sport and Viasat Motor. The two main private channels TVNorge and TV 2 launched HD versions. Frikanalen, an open, non-commercial channel owned by around sixty nongovernmental organisations was launched in 2008. The latest addition Trace Sport Stars, is a celebrity sports entertainment channel, launched in November 2013 that will be part of the packages of the cable operator Get.

Pay-TV has a very high penetration rate in the Norwegian market. The Norwegian group Telenor is present in every sector. In addition to its cable and satellite operations (via Canal Digital), the company's assets now also includes an IPTV platform.



Occupied (Yellow Bird Norway AS) has received funding from the TV-programming scheme of the MEDIA programme. (Photo: Aksel Jermstad)



NRK NORSK RIKSKRINGKASTING (THE NORWEGIAN BROADCASTING CORPORATION)

Bj. Bjørnsons Plass 1
0340 Oslo
Norway

T: +47 23 04 70 00
tone.ronning@nrk.no

www.nrk.no

Norsk Rikskringkasting (The Norwegian Broadcasting Corporation) is the Norwegian government-owned broadcasting company. It is non-commercial and based on public service principles. NRK is the largest media organisation in Norway. It is a founding member of the European Broadcasting Union.

Tone Rønning
Commissioning Editor
tone.ronning@nrk.no
+47 90967780



TV2 NORWAY

TV 2 is the largest commercial television station in Norway and the second largest TV station in Norway. TV 2 started to broadcast in 1992, based on a governmental license to broadcast national commercial terrestrial television.

Nøstegaten 72
Postboks 7222
5020 Bergen
Norway

T: +47 915 02255

www.tv2.no

Christopher N. Haug
Head of Drama
Christopher.Haug@tv2.no
+ 47 95 19 36 06

Rolf Wenell
Programme Director
rwe@tv2.no
+47 95 78 95 88

NORWAY



MTG TV

MTG TV, the former TV3 Norway is part of Modern Times Group, the channel also represents, Viasat 4 (viasat4.no), TV6 (tv6norge.no) and MTV (mtv.no) with play-channels in Norway.

Postboks TV3 Youngstorget
0028 Oslo
Norway

T: +47 22 99 00 33

www.tv3.no

Lars Olav Vartdal
Head of Formats and Development
Tv3/ Viasat 4
Lars.Olav.Vartdal@mtgtv.no
+47 90 59 62 96

Hilde Kollerød
Head of Schedule
hilde.kollerod@mtgtv.no
+ 47 97 18 08 87

NORWAY



TVNORGE

TVNorge is Norway's second largest commercial channel and went on the air in 1988 as the first advertising supported channel in Norway. TVNorge is part of SBS Discovery Media a Nordic TV and radio network that also includes TV channels FEM, VOX, MAX, TLC and Discovery..

SBS Discovery Norway
Nydalens Allé 37
0484 Oslo
Norway

Nina Lorgen Flemmen
Head of Acquisitions
nina.lorgen.flemmen@sbsdiscovery.no
T: +47 21 02 20 24
M: +47 930 92 102

NORWAY



POLAND

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The most important free-to-air transmission players are still the public group TVP and the two private groups Polsat and TVN (ITI group). The public channel TVP1 still heads daily audience figures, with a 12,2% market share (compared with 12,95% in 2013). TVP2, the second public channel presents a 9,8 % shares on the market. The public channels (TVP1, TVP2, TVP Kultura, TVP INFO, TVP Rozrywka, TVP Seriale, TVP Sport, TVP Historia, TV Polonia, TVP abc, TVP HD, TVP Regionalna) have a daily audience market share of 31,21% (versus 29,5% in 2013).

Two main private channels, Polsat and TVN have seen their audience dwindle: their market share in 2nd quarter of 2014 was 11,9% and 11,58% respectively (against 16,1% and 16,7% in 2006). (Audience data source: KRRiT/Nielsen Audience Measurement/Eurodata TV Worldwide).

Following these four channels, there were ten that commanded between 1,1% and 3,5% of the audience market share. The fragmentation of the audience is encouraging the most important groups, which see the audience of their main channels shrinking, to increase the number of special interest channels. For example TVP has 10 national channels and 16 regional services, TVN directly provides 7 channels, the group Polsat Cyfrowy has 12 and nc+ platform group 13 channels (a subsidiary of the French group Vivendi). These groups are continuing to announce the establishment of new special interest channels.

After three years of discussion, an act amending the Broadcasting and License Fees was finally passed in August 2010.



POLSAT

Polsat is an open TV channel that belongs to Polsat Group. It buys movies for all rights. The channel is also available in North America. Polsat airs 168 hours per week. Polsat is the 2nd national TV channel available via the terrestrial analogue network. It belongs to the Polsat group of channels which includes: Polsat Film, Polsat News, Polsat Sport, Polsat Sport Extra, Polsat Café, Polsat HD, Polsat Play and Polsat Romans. The broadcast programming of Polsat is targeted on general audience.

Telewizja Polsat Sp. z o.o.
Ul. Ostrobramska 77
04-175 Warszawa
Poland

T: +48 22 514 53 00

www.polsat.pl

Anna Kozanecka
Head of Film Acquisition and Programming
akozanecka@polsat.com.pl
+48 22 514 52 74

Magdalena Janeczek
Licensing Department Director
mjaneczek@polsat.com.pl

POLAND



TVP

TVP is a Polish public station, operating 2 nation-wide channels (TVP1, TVP2) a number of thematic channels: TVP Info, TVP Kultura, TVP Sport, TVP History, and a satellite channel TVP Polonia. Its main activity is in broadcasting, production, worldwide distribution and acquisition.

Telewizja Polska S.A.
ul. Woronicza 17
00-999 Warszawa
Poland

T: +48 22 547 85 14
F: +48 22 547 81 50
sekretariat@tvpl.pl

www.tvpl.pl

Ewa Dabrowska
Head of Film Acquisitions
ewa.dabrowska@tvpl.pl
+48 22 547 7230

Wojciech Diduszko
Programme Buyer TVP Kultura
wojciech.diduszko@tvpl.pl
+48 22 547 29 85

Tomasz Kolankiewicz
Programme Buyer TVP Kultura
tomasz.kolankiewicz@tvpl.pl
+48 22 547 86 97

Beata Pacak
Programme Buyer Films TVP1
beata.pacak@tvpl.pl
+48 22 547 81 14

POLAND



NC+

nc+ is an advanced digital platform with the richest offer, established by the merger of the two market leaders: CYFRA+ and n. It has more than 140 selected channels of the highest quality, including more than 50 in HD, and gives access to more than 600 FTA channels. nc+ offers the most prestigious sport events and the latest film premieres straight from cinemas, available on its own six premium channels: CANAL+ HD, CANAL+ Film HD, CANAL+ Film2 HD, CANAL+ Family HD, CANAL+ Family2 HD and CANAL+ Sport HD. nc+ platform is also the broadcaster of wide range of thematic channels – Ale kino+, channel for movie enthusiasts, documentary Planete+, lifestyle Domo+ and Kuchnia+, MiniMini+ and teleTOON+ dedicated to children as well as nSport+, the first layer of access to the best nc+ sporting events.

ITI NEOVISION S.A.
Al. gen. Wł. Sikorskiego 9
02-758 Warszawa
Poland

T: +48 (22) 32 82 701
F: +48 (22) 32 82 750

www.ncplus.pl

Olga Wieczorek
Programming Purchasing Manager
Olga.wieczorek@ncplus.pl
+48 (22) 32 82 677

Joanna Rathe
**Programming Manager for
Kuchnia+, Domo+ and Planete+.**
Joanna.rathe@ncplus.pl
+48 (22) 32 82 503

Aleksandra Kurcz
Senior Aquisitions Specialist
Aleksandra.kurcz@ncplus.pl
+48 (22) 32 82 550



HBO POLAND

HBO Poland is a paid television station which is movie oriented.

HBO Polska Sp.zo.o.
ul. Puławska 17
02-515 Warszawa
Poland

T: +48 22 852 88 00
kontakt@hbo.pl
info@hbo.pl

www.hbo.pl

Aleksander Kutela
Senior vice president
a.kutela@hbo.pl

POLAND



TVN

TVN S.A.
ul. Wiernicza 166
02-952 Warszawa
Poland

T: +48 22 8566060
tvn@tvn.pl

www.tvn.pl
www.distribution.tvn.pl

Aneta Zareba
Sales Manager
aneta.zareba@tvn.pl
+48 502 555 098

Anna Borys
Head of Acquisition Team
a.borys@tvn.pl

Anna Wasniewska
Film Development Producer
a.wasniewska@tvn.pl
+48 694 411 146

POLAND

TVN is the leading free-to-air channel in Poland. Additionally, TVN Group operates 3 other FTA channels TVN 7, TTV and local NTL Radomsko as well as seven thematic pay channels: TVN 24, TVN Style, TVN Turbo, TVN24 Biznes & Świat, TVN Meteo, ITVN and Mango. TVN also offers an extensive portfolio of online products including internet VOD service Player.pl.



PORUGAL

The Portuguese television market is dominated by three channels, which had a combined audience share of 59.8% in 2012. Due to a change of methodology and panel introduced in March 2012, the comparison of data between 2012 and former years should be done with care. TVI (Grupa Media Capital) still had the best market share (24.2%). With 21.7% in 2012, SIC regained the second place it had lost in 2009, benefiting from a huge drop in the audience of RTP1 (24.2% in 2010, 21.6% in 2011, 13.9% in 2012). The audience share of the second public service channel RTP2 also fell from 4.5% to 3.4%. (Audience data sources: Eurodata TV / Marktest - Audimetria / Mediamonitor)

According to ANACOM (National Communications Authority), in the second quarter of 2013 about 1433 million households were able to receive TV by cable, which was a decrease of 2.6% compared to the same period of 2012, while 633 000 subscribe to satellite packages, registering a loss of 2.1% compared to the previous quarter of 2013, and 35 000 fewer than the same period in 2012 (-5.3%). The number of subscribers to a fibre optic pay-TV service has been increasing during recent years, rising from 307 000 in 2012 to 434 000 for the same period of 2013, with an increase of 27%. IPTV (DSL/ IP) has become the second most important technology (after cable) in terms of number of subscribers in Portugal, (644 000 in the second quarter of 2013, with an increase of 3.4% if compared to the beginning of the year).

Several pay-TV operators offer services on different platforms. According to ANACOM data, Zon Multimedia is still the main pay-TV player in Portugal, controlling 49% of the pay-TV market through its cable and satellite broadcasting subsidiary Zon TV Cabo. Portugal Telecom, which offers the Meo TV service (satellite and IPTV), has 40.4% of subscribers, while the company Cabovisao (sold in March 2012 by the Canadian company Cogeco Cable to the European group Altice, the operation receiving a green light by national competition authority) is the third player in the pay-TV market with a share of subscriptions of 7.4%. Apart from Meo TV, there are two other IPTV services available in Portugal: Sonae (a subsidiary of Sonae and France Télécom) which offers the triple-play service (Clix TV); and Vodafone which offers "Vodafone TV" as part of double and triple play services.

The introduction of DTT was initiated in early 2008 with one tender for a free-to-air Multiplex (A) and a second tender for five Multiplexes providing pay-TV services (two with national coverage B and C, and a further three on partial territorial coverage, D, E and F). PT Comunicações (Portugal Telecom) was awarded the license for the free-to-air Multiplex, and the service was officially launched in April 2009. It carries the four national terrestrial channels (RTP1 and 2, TVI and SIC) and two autonomous regional channels. The total switch-off of the analogue signal took place in April 2012. The fact that digital terrestrial television only offers four general-interest channels is also the subject of discussion. During a Parliamentary hearing, Portugal's Minister of State and Regional Development, Miguel Poiara Maduro, stated that the Government believes that the current supply of DTT in Portugal is "insufficient" and should be increased, and that during 2014 two new free-to-air channels should be added.



Hinterland, 2014 – Production company: Fiction Factory

PORtugal



RTP

RTP – Rádio Televisão de Portugal
Av. Marechal Gomes da Costa, 37
1849-030 Lisboa
Portugal

T: +351 217 947 000
F: +351 217 947 570

www.rtp.pt

RTP is a corporation which broadcasts Radio & TV channels of public service, under concession contract, since its foundation (1957). RTP is 100% owned by the Portuguese state, mainly supported by license fees and commercial income, mostly from advertising and sponsorship. RTP produces and broadcasts 8 different television channels and 8 different radio channels, serving a wide array of audiences in Portugal and abroad.

Hugo Andrade
Director of Programming
+351 217 947 277
hugo.andrade@rtp.pt

Nuno Vaz
Head of Contents
+351 217 947 290
nuno.vaz@rtp.pt

Isabel Carvalho
Head of Acquisitions
+351 217 947 179
isabel.carvalho@rtp.pt

PORTUGAL



ROMANIA

In Romania, the main players in the television market are Central European Media Enterprises (CME) and the Intact Media Group. In 2012, the audience share of Pro TV (CME) was 14.7% and that of Antena 1 (Intact Media Group) was 11%. CME has a total market share of about 20% (including Pro Cinema, Sport.ro, Acasa and Acasa Gold), and Intact Media Group about 19%. The public service channels had a combined daily audience share of 7% in 2012 (down from 24.1% in 2006). In the Summer of 2012, TVR Info closed and TVR2 merged with TVR Cultural.

TVR Info relaunched as TVR News in co-operation with Euronews in 2012. The German media group ProSiebenSat1 AG left the Romanian market after selling its main channel to the Greek Antenna Media Group at the end of 2013. Romania is an important centre for thematic television channels that target other countries. These include also the Film+ channels (Czech and Slovak Republics, Hungary, Romania) all of which are part of the RTL Group.

Approximately 40 new national channels were licensed in Romania in the years 2012 and 2013, including channels from the operator RCS & RDS.

Cable was the most important platform in Romania (50% of households) at the end of 2012. RCS & RDS is considered the main player in the market with 1.6 million subscribers end 2012.



TVR (ROMANIAN NATIONAL TELEVISION)

Calea Dorobanților no 191, sector 1,
Bucharest cod 010.565

T: +4021.319.91.12
+4021.319.91.54
F: +40.21.319.91.24
tvri@tvr.ro
comunicare.corporate@tvr.ro
marketing@tvr.ro

TVR-TVRI, TVR2, TVR3, TVR International

www.tvr.ro

ROMANIA



ANTENA 1 , ANTENA 3 (INTACT MEDIA GROUP)

Bucuresti-Ploiesti Street , no. 25-27,
013682, Bucharest

T: +4021-203 01 18
stiri@antena3.ro

www.a1.ro

ROMANIA



INTACT MEDIA GROUP

Head office: Garlei Street, no. 1 B,
013721 Bucharest

T: + 40 21 40 91 861
+ 40 21 40 91 862
F: + 40 21 20 30 357
headoffice@intactmediagroup.ro

www.intactmediagroup.ro

ROMANIA



PROTV (CENTRAL EUROPEAN MEDIA ENTERPRISES), PROTV INTERNATIONAL

Pache Protopopescu Street, No 105,
Sector 2, Bucuresti

T: +4021.9454
pr@protv.ro

www.protv.ro

ROMANIA



HBO ROMANIA

T: 0 8000 70 426

www.hbo.ro

ROMANIA



PRIMA TV (PRIMA BROADCASTING GROUP SRL)

Iride Business Park,
Dimitrie Pompeiu Street, no 9-9A,
Corp 20, 8th floor, sector 2, Bucharest

T: +40 21 589 5000

ROMANIA



NATIONAL TV

060825 Bucharest, Sector 6,
Fabricii Street, No. 46 B

T: 021/4042570
F: 021 4042429
office@nationaltv.ro

www.nationaltv.ro

ROMANIA



KANAL D

Bld Marasti, nr 65-67,
Romexpo Intrarea D, Pavilion T, sector 1,
Cod postal 11465

T: +40 31 407 55 55
Call Center Kanal D: 021. 9667
info@kanald.ro

www.kanald.ro

ROMANIA



SLOVAKIA

In the Slovak Republic, the commercial channels dominate the market. The channels of Central European Media Enterprises (TV Markiza, TV Doma and Dajto) had a combined market share of 31.9% in 2012. The public service channels of STV had a combined share of 11.7%. The second commercial operator Mac TV had an audience share of 24.9% in 2012 (TV Joj and Joj Plus). (Audience data source: Eurodata TV Worldwide / PMT / TNS SK).

The commercial operators have launched a range of new channels in the Slovak Republic in 2012 and 2013: DajtoTV, SenziTV, Fooor TV and Wau TV, all of which are available over free DTT.

Cable and satellite each deliver television services to around 40% of homes. In September 2013, the main cable operator, UPC (Liberty Global) had 194 500 subscribers, which was almost one third of the cable market. There are five satellite packages offered by three companies. The two packages Skylink and CS Link are part of Luxembourg company M7. Skylink is being promoted as a pay package, while CS Link is free. They serve a combined total of approximately 1.6 million homes in the Slovak and Czech Republics. DIGI TV is another important player and was purchased in 2013 by Slovak Telecom from RCS & RDS. UPC Direct (Liberty Global) had 62 200 subscribers in September 2013. A fifth satellite service was launched in 2010 when T-Com (Slovak Telecom) made the IPTV Magio service available over satellite. Magio had over 190 000 subscribers in September 2013 (to the IPTV and satellite services combined). IPTV is also offered by three other companies: Orange, Slovanet, and Swan.

Towercom operates four DTT Multiplexes. They carry three public service channels (including a PSB HD channel), and ten private channels. The Towercom subsidiary, Towerhome, launched pay DTT services in 2013 offering 12 additional channels. In 2011 Slovak Television (STV) and Slovak Radio (SRo) merged into a single public institution under the Act on Slovak Television and Radio of 15 December 2010. The Act also established a new system for financing of the public service. The strategy was to switch to state budget contribution to the financing. However, this system was never implemented. New legislation came into effect in January 2013 that re-instated the previous broadcasting fee for households.



SLOVENIA

In Slovenia, the television market is dominated by the channels of the Central European Media Enterprises (CME) Group (Pop TV, Kanal A and the Pro Plus family of channels). These had an audience share of 36.6% in 2012. The channels of public service broadcaster RTV Slovenija, including regional channels had a strong share of 27.7% during the same period. In February 2012, another significant player TV3 (part of the Modern Times Group - MTG), ceased operating and left the Slovenian market claiming an unfair domination of the CME Group in the advertising market. This case is still pending with the competition authorities. (Audience data source: Eurodata TV Worldwide / AGB Nielsen Media Research Slovenia)

Cable served more than 30% of homes at the end of 2012. The main operator is Telemach (formerly Mid Europa Partners who sold its investment in Telemach to UnitedGlobalCom), with approximately 200 000 subscribers. Telemach has gradually been taking over smaller operators including Elektro Turnsek and Kabel TV in the summer of 2013.

More than 26% of Slovenian homes use IPTV services and three different services are available. SiOL (Telekom Slovenije) had approximately 126 636 subscribers in March 2013 (56% of the market). Further data from 2012 (Post and Electronic Communications Agency of the Republic of Slovenia - AKOS) shows that T2 had 32% of the market. The only satellite package, Total TV (Mid Europa Partners), launched in 2007, has approximately 25 000 customers.

The official DVB-T website reports reception problems in areas where there is interference from the Italian DTT transmissions. The main multiplex of RTV Slovenija has eight national and four regional channels. Six more local channels are provided on local multiplexes. Norkring (Multiplex B) left in February 2012 claiming that the public service broadcaster violated competition regulations by hosting commercial channels. Norkring dismantled the second Multiplex in Slovenia. A tender was launched for a third Multiplex (C) in October 2012, and this Multiplex was also granted to RTV Slovenija. In June 2012, the Media Act was amended providing for the cost free transmission of TV channels of special importance on the DTT multiplex operated by RTV Slovenija.

Also in June 2012, the Digital Broadcasting Act was amended to forbid the hosting of commercial TV channels on the public multiplex when other DTT multiplexes are available.



RTV SLOVENIA

RTV Slovenija is a Public Institution and non-profit organisation. It renders public service in the field of radio and television activities in accordance to the RTV Slovenija Act. It produces two national TV programmes (TV SLO Channel 1 and TV SLO Channel 2), two regional TV programmes (TV Koper - Capodistria and TV Maribor), TV programmes for Italian and Hungarian National Communities, three national radio programmes, regional radio programmes and the radio programme for foreign public. The Editorial Department for Acquired Drama Programmes is responsible for acquiring and programming of foreign fiction programmes. RTV Slovenia is devoted to quality programmes of all genres from all over the world. It has five weekly slots for feature films and six for TV series, while two slots are especially dedicated to European productions.

Kolodvorska 2
SI - 1550 Ljubljana
Slovenia

T: +386 1 475 21 57
F: + 386 1 475 21 50

www.rtvslo.si

Mr. Igor Palčič
Commissioning Editor, Feature Films
/ Head of the Department
igor.palcic@rtvslo.si
+386 1 475 32 51

Mrs. Bernarda Grum
Commissioning Editor, TV Series
bernarda.grum@rtvslo.si
+386 1 475 32 61

SLOVENIA



SPAIN

In Spain, 2012 saw the private channels Telecinco (Mediaset Group) and Antena 3) outdoing the public channel TVE La Primera, with a daily audience share of, respectively, 13.9%, 12.5% and 12.2%. The trend of a steady loss of market share, already registered in the past 5 years, is due to audience fragmentation and the introduction of a plurality of niche channels. Other significant channels include Cuatro with 6.0% and La Sexta (created by a Spanish- Mexican consortium in 2006) with 4.9%. The niche channel Antena.neox (with a focus on youth entertainment) has moved above the second public service channel TVE La 2: their shares are 2.6% and 2.5% respectively.

The economic difficulties and the reduced ability for consumer spending have affected the pay-TV market, which, according to the quarterly report for the period April-June 2013 released by Comisión del Mercado de las Telecomunicaciones (CMT), is experiencing a deep crisis with a total loss of 502,190 subscriptions from the same period in 2012. The loss seems to be affecting all of the operators. The market is still dominated by the satellite package Canal+ with more than 1 700 000 subscribers in March 2013.

On the 15th February 2013, the Spanish Government approved the Digital Agenda for Spain, establishing the Government's strategy for the development of the economy and digital society in Spain for the period 2013-2015, with the aim to fulfill the goals set by the Digital Agenda for Europe strategy for 2015 and 2020.

On 4 June 2013, a new regulatory body, la Comisión Nacional de los Mercados y la Competencia (CNMC), was established. It is an independent body, which will merge almost all of the existing regulatory agencies.

On 1 August 2012, an amendment to the Audiovisual Act 7/2010 was adopted by the Spanish parliament, introducing a new legal framework for regional public service broadcasters, which aims at allowing regional public service broadcasters greater flexibility in the provision of their audiovisual media services.



ANTENA 3

Antena 3 is a private Spanish terrestrial channel. Its programming is generalist. When it was launched, Antena 3 was the first national private channel in Spain. It is controlled by Planeta de Agostini and RTL Group.

Avda. Isla Graciosa 13,
28703,
San Sebastian de los Reyes,
Madrid
Spain

T: 0034916230500

www.antena3.com

Mercedes Gamero
Director of Acquisitions and Sales
minigo@antena3t.es

Javier Iriarte Moreno
Programming Deputy Manager
minigo@antena3t.es



ARAGON TELEVISION

Aragon Television is the autonomous regional channel in Aragon.

Avda. Maria Zambrano 2,
50018 Zaragoza
Spain

www.aragontelevision.es

Jaime Fontan
**Head of Acquisitions and
Commissioning Editor**
gfontan@aragontelevision.es
+34876256500

SPAIN



CANAL EXTREMADURA TELEVISION

Sociedad Pública de Televisión Extremeña T: 0034924382000
S.A.U.
Avenida de las Américas,
11º 06800 Mérida [Badajoz]
Spain

Canal is an autonomous public channel of Extremadura. It is broadcast in Spanish with regional coverage and free access.

www.canalextremadura.es

Guillermo Sánchez Castaño
Head of Programmes
guillermosanchez@canalextremadura.es
+34924382000

SPAIN



CANAL SUR

Canal Sur is the main regional autonomous public channel of Andalusia.

Edificio Canal Sur. Avda.
José Gálvez, 1. CP 41092
Isla de la Cartuja,
Seville
Spain

T: 0034955054600

www.canalsur.es

Lidia Lorente
Acquisitions Executive
+34955054773

Fidel Cardete Quintero
Head of Programming

SPAIN



RTV CASTILLA LA MANCHA

CMT is the first public autonomous channel in Castilla-La Mancha.

c / Rio Alberche s.n.
Polígono Santa Ma de Banquerencia
Toledo
Spain 45007

T: +34925288600
F: +34925288618
info@rtvcm.es

www.rtvcm.es

Ramón Villaverde
Head Programming
ramonvillaverde@rtvcm.es
+34925287853

SPAIN



ETB1 – EUSKAL TELEBISTA

T: +34946563000
F: +34946563095
info@eitb.com

www.eitb.com

Jesús Higuera
Head of Programming Acquisitions
Higueras_jesus@eitb.com

EITB is the first communication group of Euskadi. It has more than 25 years of experience in the communication world. During this time it has consolidated as a modern and efficient media that daily goes over to more than one million citizens, to whom it mainly offers information and entertainment.



LA SEXTA – (TELEFILM)

La Sexta is a Spanish private terrestrial generalist channel. When it was launched in 2006, la Sexta became the sixth Spanish national terrestrial channel. La Sexta is controlled by the GAMP (which includes Mediapro) and the mexican group Televisa.

C/ Virgilio nº2, Edificio 4
Ciudad de la Imagen
Pozuelo de Alarcón (Madrid)
Spain

T: +34 91 838 2966
F: +34 91 838 2958
info@lasexta.com
comunicacion@lasexta.com

www.lasexta.com

Enrique Iozano
Acquisitions Manager

Esperanza Martin
Programme Director



TELEVISIÓ DE CATALUNYA

Carrer de la TV3,
Sant Joan Despí, 08970,
Barcelona, Spain

T: +34 934 99 93 33
coproduccions@tv3.cat

www.tv3.cat

Susanna Jiménez
Head of Coproductions
+34934999333
coproduccions@tv3.cat

Televisió de Catalunya is an autonomous public channel of Catalonia. It is broadcast in Catalonia, with free access, in Catalan. Televisió de Catalunya deals with six different channels: TV3, 33, 3/24, Esports 3, Super 3 and TV3CAT.

SPAIN



TELECINCO – GESTEVISION

T: 0034913966999
telecinco@telecinco.es

www.telecinco.es

Ghislain Barois
Acquisitions Director
gbarrois@telecinco.es

Mónica Iturriaga
Acquisitions Manager
miturriaga@telecinco.es

Jorge Tuca
**Director of Development , Foreign
Distribution**
jtluca@telecinco.es

SPAIN



TVE – TELEVISIÓN ESPAÑOLA

Prado del Rey
28223 Pozuelo de Alarcón (Madrid)
Spain

T: +34 91.346.80.00
F: +34 91.346.30.55

Televisión Española –TVE – is the national state-owned public service television broadcaster in Spain.

María Jesús Pérez
**Head of Acquisitions and
Commissioning Editor**
mjesus.perez@rtve.es



SWEDEN

SOURCE: MAVISE Database – a database provided by the European Audiovisual Observatory on behalf of the DG Communication of the European Commission.

The main players in the Swedish broadcasting market are public broadcaster SVT, private Swedish groups Bonnier (TV4 and C MORE channels) and Modern Times Group – MTG (TV3, TV6, TV8, Viasat Film and Viasat channels, some of which are broadcast from the United Kingdom), and the German group ProSiebenSat.1 Media AG, whose channels Kanal 5 and Kanal 9 are also transmitted from the United Kingdom.

In 2009, the public channel SVT1 regained its position as the most watched channel in Sweden, with a daily audience share of 20.9%. In 2011 SVT1 (22.9%) was still ahead of TV4 (Bonnier), which remained below the 20% mark (19.7%). SVT2, Sweden's second public channel, dropped to 6.8% (a market share that has virtually been halved in the space of five years) and lost third place in 2009 to TV3 (MTG) which holds 7.2% in 2011. It is followed by Kanal 5 (ProSiebenSat.1 Media AG) and TV6 (MTG), two established channels, and TV3, broadcast from the United Kingdom.

The combined audience market share of these six main channels was 67.9% in 2011, compared to almost 80% five years earlier. Due to an increasing audience fragmentation, the broadcasting groups have increased their range of specialist channels. In terms of total audience share per group, the SVT channels saw their market share fall from 38.3% in 2006 to 34.8% in 2011, in contrast to the TV4 channels, whose share rose from 26.2% to 32.1% in 2011. (Audience data source: Eurodata TV Worldwide / MMS Mediamätning | Skandinavien AB)

Regarding distribution, the main players in the market remain the Swedish groups MTG, TeliaSonera and Teracom, as well as cable operator Com Hem and the Norwegian Telenor group.

Regarding legal developments, the new Radio and Television Act entered into force on 1 August 2010, transposing the Audiovisual Media Services Directive (2007). The Act defines and regulates sponsorship, advertising and product placement. It also creates a new audiovisual regulatory body, Myndigheten för radio och tv (Swedish Broadcasting Authority), which replaces the radio and television authority (Radio-och TV-Verket, RTVV) and the Swedish audiovisual commission (Granskningsnämnden för radio och TV, GRN).



The Bridge - Season Two. Sofia Helin and Kim Bodnia as Saga and Martin. (Photo: Carolina Romare)

SWEDEN



SVERIGES TELEVISION (SVT)

Oxenstiernsgatan 26-34
105 10 Stockholm
Sweden

T: +46 8 784 00 00

www.svt.se

Stephen Mowbray
Head of Fiction acquisition
stephen.mowbray@svt.se

Henrik Palm
Buyer
henrik.palm@svt.se

Magdalena Löfström
Buyer
magdalena.lofstrom@svt.se

Agneta Perman
Feature Film Buyer / Co-production Executive
agneta.perman@svt.se

Helena Ingelsten
Buyer & Commissioning editor
Swedish Short films
helena.ingelsten@svt.se

Hanne Palmquist
Commissioning Editor Drama
hanne.palmquist@svt.se

Mette Friberg
Head of Drama, SVT Gothenburg
mette.friberg@svt.se

Christian Wikander
Head of Drama, SVT Stockholm
christian.wikander@svt.se

SWEDEN



SBS DISCOVERY TELEVISION

Rådmansgatan 42
114 99 Stockholm
Sweden

T: 08-520 55 555

www.kanal5.se
www.kanalnio.se

Katarina Eriksson
Head of Acquisition
Katarina.Eriksson@sbsdiscovery.se
+46852055150

Jon Petersson
Head of Drama Commissioning
Jon.Petersson@sbsdiscovery.se
+46852055024

SBS Discovery Television – Channels showing drama are Kanal 5, Kanal 9 and Kanal 11. Kanal 5 has an entertainment, feature film and series profile. Kanal 9 targets the male viewer with a mix of high quality drama, sports and feature films. Kanal 11 targets the female viewer with a mix of drama, glamour and relationships. SBS Discovery Television – Channels showing drama are Kanal 5, Kanal 9 and Kanal 11. Kanal 5 has an entertainment, feature film and series profile. Kanal 9 targets the male viewer with a mix of high quality drama, sports and feature films. Kanal 11 targets the female viewer with a mix of drama, glamour and relationships.



TV4 / C MORE

Tegeluddsvägen 3-5
115 79 Stockholm
Sweden

T: +46 8 459 40 00

www.tv4.se

Clara Scherman
Director of Acquisitions
clara.scherman@tv4.se
+46 8 459 4660

Maria Lidén
**Acquisitions Executive – Drama,
Comedy & Scripted programmes**
maria.liden@tv4.se
+46 8 459 4651

Bo Thörnwall
**Acquisitions Executive – Feature
Films**
bo.thornwall@tv4.se
+46 8 459 4665

SWEDEN



TV3 / TV6 / TV8 / TV10

TV3 started its transmissions in 1987 and was the first commercial channel in Sweden. It has an entertainment and feature film profile. TV6 has a profile of entertainment, sports and fact shows. TV8 has a focus on series and lifestyle. TV10 focuses on sports and documentaries. These channels are all owned by Viasat which is part of MTG (Modern Times Group).

MTG TV
PO Box 17054
SE-104 62 Stockholm
Sweden

T: +46 (0)8 56 20 23 00

www.mtgvtv.se

Camilla Clarke
Head of Acquisitions TV3/TV8
Camilla.Clarke@mtgvtv.se
+46 (0)8 56 20 23 21

Miriana Skara
Head of Acquisitions TV6
Miriana.Skara@mtgvtv.se

Martin Akander,
Programme Director Swedish drama
martin.akander@mtgvtv.se

SWEDEN



VIASAT / VIASAT FILM

Viasat has a range of pay tv documentary and sports channels as well as the eight Viasat Film film channels. Acquisitions for the Nordic market are handled at the London office.

Viasat Broadcasting UK Ltd
Chiswick Green
610 Chiswick High Road
London W4 5RU
UK

+44 208 742 5100

www.viasat.se

Camilla Hardyment (nee Thornberg
Drenov)
Head of Acquisitions Free & Pay TV
Scandinavia
camilla.hardyment@viasat.co.uk
+44 (0) 20 8742 5127

Sofie Schütt
Acquisitions Manager – Free TV
Scandinavia
sofie.schutt@viasat.co.uk
+44 (0) 20 8742 5114

Alex Elliott
Senior Acquisitions Manager Pay TV
Nordic
alex.elliott@viasat.co.uk
+44 (0) 208 742 5046

Eve Ramagge
Acquisitions Executive – Free TV
Scandinavia
Eve.Ramagge@viasat.co.uk
+44 (0) 20 8742 5107

SWEDEN



TURNER NORDIC AND BALTIC

Turner Broadcasting System International operates versions of core TBS brands, including CNN, TNT, Cartoon Network and Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, EMEA and the Asia Pacific region. It runs Pay- and Free-TV-channels, as well as Internet-based services and is a commercial partner with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Currently, TBS operates more than 130 channels in more than 30 languages in some 200 countries around the world. Turner Broadcasting System International, Inc. is a subsidiary of Turner Broadcasting System, Inc. (TBS), a Time Warner company.

Visiting address:

Östhammarsgatan 68, Stockholm

Postal address:

Box 271 34, 102 52 Stockholm, Sweden

T: +46 8 400 100 00

www.turner.com

Jemma Yates

**Program Director, Turner Nordic and
Baltic**

Jemma.Yates@turner.com

+44 207 693 1027



SWITZERLAND

Switzerland is a federation made up of 26 cantons and has four national languages: French, German, Italian and Romansch. This is reflected in the organisation of the audiovisual landscape, with French, German and Italian channels having a major presence on the Swiss market.

However, the different language markets are still dominated by the public channels. The public service broadcaster SRG SSR idée suisse provides through its seven operating units seven television channels (three in German, two in French and two in Italian) and seventeen radio stations.

On 29 May 2013, the Federal Council (the Swiss government) issued a message to the Parliament on the partial revision of the Radio and Television Broadcasting Act, providing for the public radio and television service to be financed in the future by an "appropriate and practical" licence fee. With some exceptions, all households and companies are to pay the new fee, which will replace the former licence and be slightly less expensive. The change in the system was welcomed by a majority at the consultation stage. The draft legislation also provides for more flexibility and for simplified procedures for granting concessions to private radio and television stations.

Switzerland has 13 private regional television channels. In December 2013, the regulator OFCOM published the results of a study carried out on public satisfaction with regard to the range of TV channels available. The SSR TV programmes appealed to 60% of those questioned, while just 50% of the public gave the regional TV channels a positive rating. Viewers' criticism mainly concerned the quality of programme production and the poor entertainment value. For almost all the criteria mentioned, the private TV channels were rated less favourably than the SSR radio and television stations and local private radio stations.



RSI

Casella Postale
6903 Lugano
Switzerland

T: +41 (0)91 803 51 11
F: +41 (0)91 803 53 55

www.rsi.ch

Dino Balestra
Director

Gabriella de Gara
**Head of fiction / Co-productions
fiction**
gabriella.degara@rsi.ch
+41 (0)91 803 53 04

Silvana Carminati
Acquisitions fiction
silvana.carminati@rsi.ch
+41 (0)91 803 54 56

Walter Bortolotti
**Head of animation and acquisition
short films**
walter.bortolotti@rsi.ch
+41 (0)91 803 54 70

SWITZERLAND



RTS

Quai Ernest-Ansermet 20
Case postale 234
1211 Geneva 8
Switzerland

T: +41 (0)58 236 36 36

www.rts.ch

RTS is the national French speaking language public service channel in Switzerland. It operates two channels. RTS 1 is a mainstream channel. The prime-time schedule showcases its major in-house productions. RTS 2 complements RTS 1 with sports coverage, documentaries, arts programming and a special strand for young people. RTS also participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions both for cinema and television.

Gilles Marchand
Director

Françoise Mayor
Head of fiction
francoise.mayor@rts.ch
+41 (0)58 236 95 77

Isabell Hagemann Pouliquen
Acquisitions fiction
isabell.hagemann-pouliquen@rts.ch
+41 (0)58 236 95 46

Izabel Rieben
Head of youth programs and expert for animations
izabel.rieben@rts.ch
+41 (0)58 236 36 36

SWITZERLAND



SRF

SRF is the German language public service channel in Switzerland and operates three television channels. SRF 1 – a high-quality schedule of news and current affairs, light entertainment and arts, with a large proportion of in-house productions – reflects the complex reality of life in culturally diverse Switzerland. SRF zwei gives heavy emphasis to sport, feature films and series. The schedule is aimed more at a younger audience. SRF info offers viewers time-shifted viewing with running repeats of the latest information-based formats - news, sport and the arts. SRF participates in foreign productions involving a Swiss co-producer within the "Pacte", an agreement aiming to support independent productions both for cinema and television.

Fernsehstrasse 1-4
8052 Zürich
Switzerland

T: +41 (0)44 305 33 11
F: +41 (0)44 305 56 60

www.srf.ch

Rudolf Matter
Director

Urs Fitze
Head of Fiction / Co-productions fiction
urs.fitze@srf.ch
+41 (0)44 305 58 23

Bettina Alber
In house series
bettina.alber@srf.ch
+41 (0)44 305 59 18

Tamara Mattle
Feature Film
tamara.mattle@srf.ch
+41 (0) 44 305 63 38

Lilian Räber
TV Movies
lilian.raeber@srf.ch
+41 (0)44 305 63 77

Esther Rutschmann
Head of administrative department
esther.rutschmann@srf.ch
+41 (0) 44 305 63 09

Heinz Schweizer
Head of acquisitions fiction
heinz.schweizer@srf.ch
+41 (0)44 305 63 44

SWITZERLAND



UNITED KINGDOM

The television market in the UK has undergone one of its most transformative periods in many years.

US media giant Viacom, which owns MTV and Nickelodeon, acquired free-to-air broadcaster Channel 5 for £450m in May 2014, giving it one of the most prestigious channel slots, while international factual broadcaster Discovery and cable giant Liberty teamed up to buy superindie producer All3Media, which makes series including Gogglebox and Midsomer Murders.

Meanwhile, ITV launched two channels, female skewing ITVBe and pay-TV network Encore, its first channel launches since 2006, Sony bought 16 ad-supported channels including True Drama and A+E Networks launched Lifetime.

ITV also recorded ratings growth during 2013 with gains of 3.1% thanks to hits such as Broadchurch and I'm A Celebrity, Get Me out Of Here.

Channel 4 has seen increased investment in international drama co-productions, appointing Simon Maxwell as Head of International Drama to commission a slate of high quality, ambitious drama co-productions that embody Channel 4's distinctive values and have international appeal.

Sky 1, which continues to commission big-budget drama as part of an annual £600m original programming commitment, saw a ratings rise of 4.3%, compared to a 10% decline the year before. However, BBC1 was down to a 21.1% share and Channel 5's share tumbled 11.4% to 5.8%.

The other main development over the last twelve months was the introduction of the high-end TV tax credit. The move, which meant that dramas with budgets over £1m qualified for a tax break, saw more than 40 TV productions with a total TV spend of almost £400m benefited. Shows such as Game of Thrones and 24: Live Another Day were among 13 international productions made in the UK, while a further 30 UK productions including BBC1's Atlantis, Call The Midwife and Sky's medical drama Critical qualified.



Hinterland, 2014 – Production company: Fiction Factory



Jamaica Inn, 2014 – Production company: Origin Pictures



BBC

The BBC is the largest broadcasting organisation in the world. Its mission is to enrich people's lives with programmes that inform, educate and entertain. It is a public service broadcaster, established by a Royal Charter and funded by the licence fee that is paid by UK households. The BBC uses the income from the licence fee to provide services including 8 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations and an extensive website. BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 32 languages. It is funded by a government grant, not from the licence fee. The BBC also has a commercial arm, BBC Worldwide. Its profits are returned to the BBC for investment in new programming and services.

Zone A, Floor 7
BBC Broadcasting House
Portland Place
London, W1A 1AA

BBC Childrens
2nd Floor, BBC Bridge House
Media City UK
Salford,
M50 2BH

www.bbc.co.uk

Sue Deeks
Head of Programme Acquisition, Responsible for Feature Films & Series (Fiction) Acquisitions
sue.deeks@bbc.co.uk
T: 020 3614 2127
Assistant: Lisa Morgan
Lisa.morgan@bbc.co.uk
020 3614 2983

Sarah Muller
Head of Drama Development & Acquisitions, CBBC – Responsible for CBBC Acquisitions and Drama submissions from credited TV writers without backing from an Independent Production Company
Sarah.muller@bbc.co.uk



BBC INDEPENDENT DRAMA

New Broadcasting House,
7th floor Zone A,
Portland Place,
London W1A 1AA

www.bbc.co.uk/commissioning

Ben Stephenson
Controller, Drama Commissioning
– **Responsible for: Drama on all BBC channels from independent production companies & BBC In-House Drama.**
ben.stephenson@bbc.co.uk

Assistant: Emma Genders
Emma.Genders@bbc.co.uk
020 3614 2978

Polly Hill
Head of Independent Drama
polly.hill@bbc.co.uk
Assistant: Emilia Amodio
emilia.amodio@bbc.co.uk
020 3614 0925

Lucy Richer
Commissioning Editor
lucy.richer@bbc.co.uk
Assistant: Emilia Amodio
emilia.amodio@bbc.co.uk
020 3614 0925

Matthew Read
Commissioning Editor, BBC Independent Drama
matthew.read@bbc.co.uk
Assistant: Barbara Erskine
Barbara.erskine@bbc.co.uk
020 3614 2662

Susie Watson
Development Co-ordinator
(020) 3 164 0926

UNITED KINGDOM



BBC WALES

Drama Zone 2
BBC Cymru/Wales,
Roath Lock,
Porth Teigr,
Cardiff, CF10 4GA
Wales

www.bbc.co.uk/wales

Faith Penhale
Head of Drama, BBC Wales

Assistant: Jan Arwyn Jones

029 20 769536

jan.arwyn.jones@bbc.co.uk

*For all Wales proposals and
e-commissioning queries please contact:*

Will Johnston

Will.Johnston@bbc.co.uk

020 3614 0281

BBC Cymru Wales (also known as English: BBC Wales or Welsh: BBC Cymru) is a division of the British Broadcasting Corporation for Wales. Based at Broadcasting House in the Llandaff area of Cardiff, it directly employs over 1200 people, and produces a broad range of television, radio and online services in both the Welsh and English languages. Outside London, BBC Wales is the largest BBC production centre in the United Kingdom, partly due to its additional slate of Welsh language programmes for BBC Radio Cymru and the Welsh language television channel S4C.

UNITED KINGDOM



BBC NORTHERN IRELAND

Room 3.07 Blackstaff House,
62-66 Great Victoria Street,
Belfast BT2 7BB

T: +44 28 9033 8845

www.bbc.co.uk/northernireland

BBC Northern Ireland (Irish: BBC Thuaisceart Éireann / Ulster Scots: BBC Norlin Airlann) is the main public service broadcaster in Northern Ireland. The organisation is one of the three national regions of the BBC, together with BBC Scotland and BBC Wales. Based at Broadcasting House, Belfast, it provides television, radio, online and interactive television content. BBC Northern Ireland currently employs 700 people, largely in Belfast.

Sarah Stack
Senior Script Executive, BBC
Northern Ireland Drama
sarah.stack@bbc.co.uk
+44 28 9033 8845

Stephen Wright
Head of Drama, BBC Northern
Ireland
stephen.wright@bbc.co.uk
Assistant: Bronagh Taylor
+44 28 90 338845

UNITED KINGDOM



BBC SCOTLAND

Zone 2.07
BBC Scotland,
40 Pacific Quay.
Glasgow G51 1DA

T: 0141 422 6000

www.bbc.co.uk/scotland

BBC Scotland (Gaelic: BBC Alba) is a constituent part of the British Broadcasting Corporation, the publicly-funded broadcaster of the United Kingdom. It is, in effect, the national broadcaster for Scotland, having a considerable amount of autonomy from the BBC's London headquarters, and is run by the BBC Trust, who are advised in Scotland by the Audience Council Scotland. Its Scottish headquarters and studios are at BBC Pacific Quay on the south bank of the River Clyde, beside the STV headquarters and the Glasgow Science Centre.

Christopher Aird
Head of Drama, BBC Scotland
Christopher.Aird@bbc.co.uk
+ 44 141 422 6083
For all proposals and e-commissioning queries please contact:
Audrey McFadden
Audrey.McFadden@bbc.co.uk
(0141) 422 6081

UNITED KINGDOM



CHANNEL 4

124 Horseferry Road,
London SW1P 2TX

T: +44 020 7396 4444

www.channel4.com

Channel 4 is a public service for information, education and entertainment. The Broadcasting Act 1990 requires that Channel 4 programmes shall: appeal to tastes and interests not generally catered for by ITV, encourage innovation and experiment, be distinctive, maintain a high general standard and a wide range, include a proportion which are educational, provide high quality news and current affairs, include proportions which are European and are supplied by independent producers.

Piers Wenger
Head of Drama
PWenger@channel4.co.uk
Assistant: Sumrah Mohammed
smohammed@channel4.co.uk
020 7306 3647

Beth Willis
Deputy Head of Drama
BWillis@channel4.co.uk
Assistant: Sumrah Mohammed
smohammed@channel4.co.uk
020 7306 3647

Simon Maxwell
Head of International Drama
SMaxwell@channel4.co.uk

Roberto Troni
Commissioning Editor
rtroni@channel4.co.uk
Assistant: Sumrah Mohammed
smohammed@channel4.co.uk
020 7306 3647

Sophie Gardiner
Commissioning Editor
sgardiner@channel4.co.uk

Surian Fletcher-Jones
Head of Development
SFletcherJones@channel4.co.uk
Programme Coordinator: Sian Robins
Grace
020 7306 8305

Stuart Cosgrove
Director of Creative Diversity
scosgrove@channel4.co.uk
+ 44 141 568 7105

David Kosse
Controller of Film 4 and Drama
Starts November 2014

Nick Lee
Acquisitions Manager
nlee@channel4.co.uk

UNITED KINGDOM



CHANNEL 5

Five is a public service for information, education and entertainment. It broadcasts 24 hours a day, 7 days a week.

The Northern & Shell Building
10 Lower Thames Street
London, EC3R 6EN

T: 020 8612 7700

www.channel5.com

Katie Keenan
Head of Acquisitions
Katie.keenan@channel5.com
020 8612 7000

Marie-Claire Dunlop
Acquisitions & Channel Manager
Marie-Claire.Dunlop@channel5.com

UNITED KINGDOM



ITV

ITV
Upper Ground
London, SE1 9LT

T: 020 7157 3000

www.itv.com

ITV is the biggest commercial television network in the UK, broadcasting the most talked about television and making a major contribution to the UK's culture, economy and communities. The ITV Network is made up of 15 regional licences, providing television to viewers across the UK. 11 of the licences in England and Wales are owned by ITV Plc, formed in 2004 following the merger of Carlton and Granada. SMG owns the two Scottish licences, Scottish Television and Grampian; UTV and Channel Television own the licences for Northern Ireland and the Channel Islands respectively.

Steve November
Director of Drama
Steve.november@itv.com
Assistant: Sarah Jackson
Sarah.jackson@itv.com
020 7157 6434

Victoria Fea
Controller of Drama
Victoriafea@itv.com
020 7157 3000

Charlie Hampton
Commissioning Editor, Drama
Charlie.hampton@itv.com
020 7157 6438
Currently on maternity leave, covered by:
Sarah Conroy
Sarah.conroy@itv.com

Jane Hudson
Head of Drama Series
Jane.hudson@itv.com
020 7157 3000

UNITED KINGDOM



BSKYB

Grant Way,
Isleworth,
Middlesex TW7 5QD

T: 0333 100 0333

www.skyone.co.uk

Sky One is an entertainment channel (with simulcast in HD). In addition to providing a television satellite service to subscribers (over 9.3 million households at the end of March 2011), BSKYB also has a portfolio of TV channels: Sky1, Sky Living, Sky Atlantic, Sky Arts 1 & Sky Arts 2, Sky 3D and Challenge.

Sarah Wright
Controller of Acquisitions
sarah.wright@bskyb.com
0207 032 0343

Anne Mensah,
Head of Drama
Anne.Mensah@bskyb.com
0207 0320304
Currently on maternity leave, covered by
Cameron Roach:
cameron.roach@bskyb.com

Lucy Criddle,
Senior Acquisitions Manager
lucy.criddle@bskyb.com
0207 0320357

Michael Whelan,
Acquisitions Manager
Michael.whelan@bskyb.com
0207 0323521

UNITED KINGDOM



UKTV

UKTV is a major industry player and one of the most important and successful multi-channel providers in the UK. Formed in 1997, it is an independent commercial joint venture, between Virgin Media and BBC Worldwide, the commercial arm of the BBC. Attracting 36 million viewers each month, the network offers a broad range of quality programming across its entertainment, lifestyle and factual offerings - Watch, GOLD, Dave, Alibi, Eden, Blighty, Yesterday, Home, Really and Good Food. UKTV currently operates 24 broadcast streams when multiplexes (+1s) and HD channels are taken into account, and complementary websites for every channel brand. The success of UKTV is based on its programming including award-winning shows from the BBC and an increasing number of original commissions (around 700 hours a year) and acquisitions. All ten UKTV channels are available on Sky Digital and Virgin Media, with Dave, Yesterday and Really also on Freeview.

10 Hammersmith Grove
London, W6 7AP

T: +44 20 72996200

www.uktv.co.uk

Alexandra Finlay
**Head of Acquisitions and
Co-Productions**
alexandra.finlay@uktv.co.uk
020 7299 6172

Richard Watsham
Director of Commissioning
Richard.watsham@uktv.co.uk
020 7299 6291

Tanya Qureshi
Development Producer
Tanya.Qureshi@uktv.co.uk
020 7299 6179

UNITED KINGDOM



S4C

Parc Ty Glas,
Llanishen,
Cardiff CF14 5DU

T: +44 (0) 29 20 747 444

www.s4c.co.uk

S4C has a statutory obligation to broadcast to a majority of Welsh language output during peak viewing hours (1800 – 2200). The schedule provides a wide variety of popular TV – drama, entertainment, sports, music, news and current affairs, games and quizzes, youth and children's programming.

Gwawr Martha Lloyd
Commissioner for Drama Content
Gwawr.lloyd@s4c.co.uk

Catrin Siriol
Content Departmental Assistant/PA
Catrin.siriol@s4c.co.uk
+ 44 (0) 29 20 741 467

UNITED KINGDOM



STV

STV's broadcasting business incorporates two licences – one for the north of Scotland and one for central Scotland. Together, these services produce dedicated regional programming to over three and a half million viewers across Scotland each week. STV's wide range of programming reflects Scotland's distinctive political, legal, educational, cultural and sporting institutions via news, current affairs and non-news programming, including original drama and factual documentaries. News is at the heart of both services, with STV News bringing viewers live, comprehensive and up-to-the-minute news from across the region with regular evening news programmes and bulletins throughout the day.

2nd Floor,
Bewley House,
Swallow Place,
London, W1B 2AE

T: 020 7290 1320

www.stv.tv

Sarah Brown
Head of Drama
Sarah.brown@stv.tv

UNITED KINGDOM



CREATIVE EUROPE/MEDIA OFFICES CONTACT DETAILS

AUSTRIA

Creative Europe Desk-MEDIA
Esther Krausz
Austrian Film Institute
Stiftgasse 6 - 1070 Vienna
info@mediadeskaustria.eu
Tel.: +43 1 526 9730 406

BELGIUM

Creative Europe MEDIA Desk Flanders, c/o
Flemish Audiovisual Fund (VAF) vzw Huis van
de Vlaamse film
Nathalie Goethals
Bischoffsheimlaan 38, 1000 Brussels
Info@mediadesk-vlaanderen.eu
Tel.: +32 2 226 06 30
Fax: +32 2 219 19 36

Ministère de la Fédération Wallonie-Bruxelles
Thierry Leclercq
Bd Léopold II 44 - 1080 Bruxelles
thierry.leclercq@cfwb.be
Tel.: +32 2 413 22 45
www.mediadesk.cfwb_en.be
www.europecreative.be

BULGARIA

Bulgarian National Film Center
Kamen Balkanski
2A, Dondukov Blvd (last floor)
Sofia 1000 / Bulgaria
Tel: +359 2 9883224
info@mediadesk.bg
www.creativeeurope.bg

CROATIA

Croatian Audivisual Centre
Creative Europe Desk
Martina Petrovic
Kralja Zvonimira 20, 10 000 Zagreb
martina.petrovi@mediadesk.hr
Tel. +385 146 55 434 / 91 46 55 440
Fax +385 146 55 442

REPUBLIC OF CYPRUS

Mr. Diomides Nikita (c/o Mrs Erato Tryfonos)
27, Ifigenias Street, 2007 Nikosia - Cyprus
info@mediadeskcyprus.eu
Tel.: 357 22 305 367
Fax: +357 22 305 368

CZECH REPUBLIC

National Film Archives
Daniela Stanikova Národní 28, 110 00
Praha 1
daniela.stanikova@kreativnievropa.eu
Tel.: +420 221 105 210
Fax: +420 221 105 303

DENMARK

Danish Film Institute - Creative Europe Desk/
MEDIA
Ms Ene Katrine Rasmussen and
Maiken Høj Gothersgade 55, DK-1123
København ener@dfi.dk
creativeeurope@dfi.dk
Tel. (45) 20 47 02 90 / 33 74 34 42

ESTONIA

Eesti Filmi Instituut (Estonian Film Institute)
Ms. Katre Kajamäe
Uus Street 3, Tallinn 10111
Tel.: +372 627 6065
Mobile: 372 56 609 603
media@looveuroopa.ee
<http://www.looveuroopa.ee/>

FINLAND

Finnish Film Foundation Kerstin
Degerman Kanavakatu 12 , 00160 Helsinki
Tel.: +358 9 6220 3013
Fax: +358 9 6220 3050
kerstin.degerman@ses.fi

FRANCE

MEDIA Office France
Nathalie Chesnel
9 rue Ambroise Thomas, F-75009
Paris - France
info@mediafrance.eu
Tel. (33-1) 47 27 12 77
Fax (33-1) 47 27 04 15
www.europecreativefrance.eu

MEDIA Office Strasbourg

Ville et Communauté urbaine de Strasbourg
Aurélie Réveillaud
1, parc de l'Etoile, F-67076 Strasbourg
Tel.: (33-3) 88 60 95 89
Fax: (33-3) 88 60 98 57
media@strasbourg.eu
www.mediafrance.eu/Strasbourg



GERMANY

Creative Europe Office Hamburg
Christiane Siemen
Friedensallee 14-16, 22765 Hamburg
Tel. (49) 40 390 65 85
info@ced-hamburg.eu
www.facebook.com/MEDIADeutschland
www.creative-europe-desk.de

Creative Europe Office München
Ingeborg Degener
Sonnenstrasse 21, D-80331 München
Tel. (49) 89 54 46 03 30
Fax: (49) 89 54 46 03 40
info@ced-muenchen.eu
www.creative-europe-desk.de

Creative Europe Office Düsseldorf
Creative Europe Desk NRW
Heike Meyer-Döring
c/o Film- und Medienstiftung NRW
GmbH Kaisstraße 14, D-40221 Düsseldorf
Tel. (49) 211 930 50 14
Fax: (49) 211 93 05 05
info@ced-nrw.eu
www.creative-europe-desk.de

Creative Europe Office Berlin-Brandenburg

Susanne Schmitt
August-Bebel-Strasse, 26-53, D-14482
Potsdam
Tel. (49) 331 743 87 50
Fax: (49) 331 743 87 59
info@ced-bb.eu
www.creative-europe-desk.de

GREECE

Greek Film Center
Anna Kasimati (change)
7 Areopagitou str, 11742 Athens - Greece
Tel. (+30) 210 3678512 (change)
Fax (+30) 210 3648269 (change)
anna.kasimati@gfc.gr

HUNGARY

Kreatív Európa Nonprofit Kft.
Mr Ádám Paszternák
H-1145 Budapest, Róna u. 174. I ép. III/304
Tel: (36-1) 300 7202
adam.paszternak@kreativeuropa.hu
www.kreativeuropa.hu

ICELAND

RANNIS- The Icelandic Centre for Research
Sigríður Margrét Vigfúsdóttir
Dunhagi 5, 107 Reykjavík
sigridur.margret.vigfusdottir@rannis.is

IRELAND

Creative Europe/Media office
Siobhan O'Donoghue
6, Eustace Street, Dublin 2
info@mediadeskireland.eu
Tel. (353-1) 679 18 56
Fax (353-1) 679 01 58

Creative Europe/Media office, Galway
Eibhlín Ní Mhunghaile
Cluain Mhuire Monivea Road, Galway
enm@media-antenna.eu
Tel. (353) 91 77 07 28
Fax (353) 91 77 07 46

ITALY

MEDIA Office Roma
Giuseppe Massaro
Via Tuscolana 1055, 00173 Roma
roma@media-italia.eu
Tel.: 39 06 72286409
Fax: 39 06 7221127

MEDIA Office Torino

Silvia Sandrone
Via Cagliari 42, 10153 Torino
torino@media-italia.eu
Tel.: 39 011 53 98 53
Fax: 39 011 53 14 90

c/o Istituto Luce Cinecittà srl
MEDIA Office Bari
Cristina Piscitelli
Lungomare Starita 1 - 70132 Bari
bari@media-italia.eu
Tel +39 080 9752900
Fax +39 080 9147464

LATVIA

MEDIA Sub-programme National Film
Centre Lelda Ozola Pietavas 10 Riga,
LV 1050 Tel.: +371 6735 8857 Skype:
leldamediadesk.lelda.ozola@nfc.gov.lv www.creativeeuropelatvia.eu

LITHUANIA

Lithuanian Film Centre
Rūta Bogužaitė
Z. Sierakausko g; 15 LT 03105 Vilnius
Tel: +370 / 5 213 06 43 / 5 213 07 53
Fax: +370 / 6 803 50 42
media@kurybiska.europa.eu



LUXEMBOURG

Romain Kohn
Media Desk Luxembourg, Film Fund
Luxembourg, Maison de Cassal - Luxembourg
Tel: (+ 352) 247 821 70 - 22
Fax: (+ 352) 22 09 63
romain.kohn@creative-europe.etat.lu
www.filmfund.lu
www.mediadesklux.eu

NORWAY

Norwegian film Institute
Kåre Jensen
PO 482 Sentrum, NO 0105 Oslo
Visitor address: Dronningens gate 16, 0152 Oslo
Kare.jensen@nfi.no
Tel.: +47 90 29 01 95

POLAND

Creative Europe Desk Poland
Al. Ujazdowskie 41 00-540 Warszawa
(Warsaw) - Poland
info@kreatywna-europa.eu
www.kreatywna-europa.eu
Tel.: (+48 22) 44 76 180 / 172

PORTUGAL

Centro de Informacao Europa Criativa
Manuel Claro
Rua Luís Pastor de Macedo, 23A, edifício TOBIS,
1750-156 Lisboa
Tel.: +351 21 323 08 00
manuel.claro@europacriativa.eu
www.facebook.com/Europacriativaportugal

MALTA

Culture Directorate
Nigel Micallef
Auberge d'Italie, Merchants Street,
Valletta, VLT 1170
Tel: +356 22 91 50 54
mediadeskmalta@gov.mt
nigel.micallef@gov.mt

THE NETHERLANDS

Creative Europe Desk NL/DutchCulture –
centre for international cooperation
Andrea Posthuma
Postbus 15648, 1001 NC Amsterdam -
Herengracht 474 - 1017 CA Amsterdam
MEDIA@creativeeuropedesk.nl
Tel.: +31 / 20 6164 225

ROMANIA

Ministry of Culture - Project Management Unit
Bogdan Stefan Trimbaciu
22 Unirii Blv, 030833 Bucharest - Romania
Tel.: +40 21 222 84 79
Fax: +40 73 064 23 10
bogdan.trimbaciu@gmail.com
info@media-romania.eu

SLOVAKIA

Slovak Film Institute
Vladimir Stric
Grösslingová 32, 811 09 Bratislava 1 - Slovakia
Tel.: + 421 2 526 36 935
Fax: +421 2 526 36 936
Info@mediadesk.sk

SLOVENIA

Creative Europe Desk Slovenia
Sabina Briški- MEDIA sub-programme
MOTOVILA, Centre for the promotion of
cooperation in the cultural and creative sectors
Upravna hiša SEM, Metelkova 2,
SI-1000 Ljubljana
Tel.: +386 (0)1 300 87 87
www.media.ced-slovenia.eu
sabina.briski@ced-slovenia.eu

SPAIN

Europa Creativa Desk-Oficina MEDIA España
Fundación Cultural MEDIA DESK España ICAA,
EGEDA, FAPAE, CULTURARTS-IVAC
Luis Buñuel, 2-2ºA
Ciudad de la Imagen
E-28223 Pozuelo de Alarcón
Tel.: +34 91 512 01 78 - G: 836 48048
www.oficinamediaespana.eu

Creative Europe Desk-MEDIA Catalunya
Ptge de la Banca 1-3, 1a planta
08002 Barcelona
Mr. Àlex Navarro
Ptge de la Banca 1-3, 1a planta 08002
Barcelona
Tel: (34) 93 552 49 49/48
europacreativamedia@gencat.cat www.europacreativamedia.cat

Europa Creativa Desk MEDIA Euskadi
Paseo Colon, 16
E-20002 Donostia
Ms Ainhoa Gonzalez Sanchiz
Tel.: +34 94 332 68 37
info@europacreativaeuskadi.eu
www.europacreativaeuskadi.eu



Creative Europe MEDIA Desk Andalucía
Agencia Andaluza de Instituciones Culturales
Edificio Estadio Olímpico. Puerta M -
41092 Isla de la Cartuja (Sevilla)
Ms Victoria Fernández Andrino
Tel.: +34 955 929 047
info@europacreativaandalucia.es
www.europacreativaandalucia.es

SWEDEN
Swedish Film Institute (Svenska Filminstitutet)
Ulrika Nisell
Filmhuset, Borgvägen 1-5,
P.O. Box 27126, SE-102 52 Stockholm - Sweden
ulrika.nisell@sfi.se
Tel.: (46-8) 665 12 05
www.kreativaeuropa.eu

UNITED KINGDOM
Creative Europe Desk UK
Agnieszka Moody
c/o BFI, 21 Stephen Street, London, W1T 1LN
England@mediadeskuk.eu
Tel: +44 (0) 207 173 3221

Creative Europe Desk UK Scotland
Emma Valentine
c/o Creative Scotland, 249 West George Street,
Glasgow, G2 4QE
emma.valentine@creativescotland.com
Tel: +44 (0) 141 302 1776

Creative Europe Desk UK Wales
Judy Wasdell
c/o Creative Industries, Department for
Economy, Science and Transport
Welsh Government
4th Floor, BaySide, St Line Hou

CONTACT FOR SWITZERLAND
Corinna Marschall
Neugasse 6, 8005 Zürich
Tel. (41) 43 960 39 29
info@mediadesk.ch
www.mediadesk.ch



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ÚDAIRÁS
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AUTHORITY
OF IRELAND